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Brooks Winery Welcomes Claire Jarreau: A vision for the future

The Willamette Valley winery embarks on a new era with a fresh perspective

Friday, March 1, 2024



Brooks Winery — Photo By Carolyn Wells-Kramer

In the lush, verdant expanse of Oregon's Willamette Valley, a significant shift is underway at Brooks Winery, a name that resonates with wine aficionados for its exceptional Riesling and Pinot Noir. The winery, celebrated for its steadfast

commitment to Biodynamic farming and a pillar in the American wine scene, is welcoming a new chapter as Claire Jarreau steps into the role of Head Winemaker. This transition isn't just about a change in leadership; it's a testament to the winery's enduring legacy, its forward-looking vision, and its deep-rooted values of sustainability, community, and excellence.

Claire Jarreau's ascent to Head Winemaker is a story of dedication, passion, and a deep-seated belief in the principles that Brooks Winery stands for. Having been a part of the Brooks family for nearly a decade, Jarreau's journey from Associate Winemaker to her new role is a narrative rich with growth, learning, and an unwavering commitment to crafting wines that speak of their terroir. Under the guidance of Chris Williams, and with the support of Managing Director Janie Brooks Heuck, Jarreau is poised to lead Brooks Winery into a future where tradition meets innovation.

The significance of Jarreau's appointment is multifaceted. On one level, it marks a milestone in the winery's storied history, coinciding with its 25th anniversary celebrated last year amidst accolades and international recognition. Brooks Winery's dedication to Biodynamic viticulture and its achievements in sustainability have not only set a benchmark in the industry but have also garnered prestigious awards and critical acclaim, solidifying its status on the global wine stage.

But beyond the accolades, Jarreau's story is also one of breaking barriers and fostering diversity within the wine industry. As a female winemaker stepping into a leadership role, Jarreau represents a growing but still underrepresented group in winemaking. Her vision extends beyond the cellar and vineyard, aspiring to inspire and mentor the next generation of women in wine, advocating for more inclusivity and representation at all levels of the industry.

What makes Brooks Winery's next chapter truly exciting is the blend of continuity and innovation. Jarreau, with her extensive experience and global perspective gained from stints in South Africa, New Zealand, and Austria, brings a unique lens to the winery's operations. Her commitment to regenerative farming, site-specific Riesling, and Eola-Amity Pinot Noir aligns seamlessly with Brooks' ethos. Yet, it's her fresh approach and vision for the future that promise to usher in new avenues of exploration and

excellence.

Chris Williams, who has been instrumental in shaping the winery's path and will continue to lend his expertise, leaves behind a legacy of passion and dedication. His mentorship of Jarreau symbolizes a passing of the torch, grounded in mutual respect and a shared commitment to upholding the winery's values. This transition, underscored by Janie Brooks Heuck's leadership and the foundational principles laid down by founder Jimi Brooks, sets the stage for a vibrant future, rooted in the values of land stewardship, community engagement, and the pursuit of winemaking excellence.

As Brooks Winery embarks on this new era under Claire Jarreau's leadership, it does so with the promise of honoring its past while embracing the possibilities of the future. It's a story of continuity, growth, and the enduring spirit of a winery that, through its wines, shares the beauty and bounty of the Willamette Valley with the world. The journey ahead is not just about crafting exceptional wines but also about nurturing a community and environment that will thrive for generations to come. Here's to the next chapter of Brooks Winery – may it be as fruitful and inspiring as the vineyards themselves.