Northwest palate
FOOD, WINE & TRAVEL OF THE PACIFIC NORTHWEST

Oregon's Willamette Valley Wine Pioneers

Pass the Torch

by Condé Thompson Cox



Adam Campbell and his mom, Pat Campbell.

"This passing of the torch in Oregon's now mature Pinot Noir and Pinot Gris winemaking industry is happening all across the Willamette Valley. If this trend were a film, it might be titled 'The Attack of the 30-somethings.' Daughters and sons have assumed the helm at Bethel Heights Vineyard, at Broadley Vineyards, at Elk Cove Vineyards, at The Eyrie Vineyards, at Lang Estate, at Ponzi Vineyards, at Sokol Blosser Winery—all now internationally known names in Pinot Noir."

"In the northernmost reaches of the Willamette Valley wine country, near the hamlet of Gaston, is Elk Cove Vineyards, which Dr. Joe Campbell and his wife, Pat, started in the 1970s as a weekend countryside getaway. Their son, Adam, now runs the entire operation, and he has masterfully grown the winery output to nearly 30,000 cases of wine annually, one of the largest in the state. Elk Cove now makes everything from inexpensive yet surprisingly high-quality 'négociant wines' under a second level called "La Sirene," to blockbuster wined from single-vineyard bottlings, notably a wine made from Elk Cove's flagship Roosevelt Vineyard. Elk Cove's phenomenal success under Adam's business acumen is a testament to his hard work and to his parent's dreams and prescient vision as pioneers in the Oregon industry."



Celebrating 30 Vintage Years

The year is 1977 and the first grapes of harvest are rolling in at what was then a two-person operation called Elk Cove Vineyards. Pat and Joe Campbell have indeed seen their dreams grow. Their dreams — now becoming their son Adam Campbell's dreams — have expanded even further under Adam's guidance and direction.



"Taking Dad to Work"
Joe and Adam Campbell
first and second
generation winemakers
Elk Cove Vineyards 1974



"Crush Crew"
Pat and Adam Campbell
first and second
generation winemakers
Elk Cove Vineyards 1975