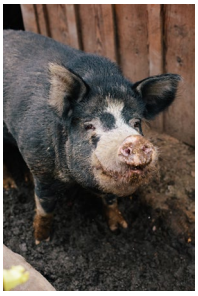
The Beaux Frères story began in 1986 when Michael G. Etzel, a wine salesman in Colorado Springs, set off on a road trip to Oregon with his young family after reading an enticing review of an '83 Pinot Noir from the Willamette Valley. They took a whimsical detour to explore a foreclosed 88-acre pig farm about 20 minutes from their destination. Upon seeing the idyllic hillside, charming bungalow, and lush pasture at the top of the dirt road, they wondered: Could a quiet, wholesome farm life growing grapes for the blossoming local wine scene be possible? The dream began to take shape with an investment from Michael's sister Pat and her husband, wine critic Robert Parker Jr. (The name Beaux Frères refers to the French idiom for "brothers-in-law.")

They moved to the farm the following summer with three little boys in tow. Michael began his focused pursuit as a vineyard manager by planting only Pinot Noir and gradually transforming the farm into their jewel. At the crest of the property, planting commenced in 1988 with five acres of vines spaced closely at a density of about 2,200 plants per acre. While establishing his vineyard, Michael worked four harvests at Ponzi Winery. In 1990, he harvested his first crop and sold the grapes—keeping just enough to make one barrel—to winemakers Ken Wright and Dick Ponzi. In 1991, the renovation of the main barn paved the way for Beaux Frères winery, and the first vintages of The Beaux Frères Vineyard Pinot Noir followed shortly after.

Nestled in the Willamette Valley's Ribbon Ridge viticultural area (est. 2005) near Newberg, Oregon, the property remains a family farm. Mike D. Etzel (Michael's middle son, aka "Mikey"), who served as head winemaker since 2016, inherited the mantle of leadership from his father upon his retirement in 2023. As the CEO and Technical Director of the estate, Mikey made the crucial decision to delegate the winemaking responsibilities to Damien Lapuyade, formerly the winemaker at Evening Land Vineyards. That same year, the winery became part of the esteemed Artémis Domaines family, which brought a unique Oregon terrain into a family of world-class estates that includes Château Latour, Domaine d'Eugenie, Clos de Tart, Château-Grillet, Champagne Jacquesson, and Bouchard Père et Fils in France, and Eisele Vineyard in Napa Valley. Michael G. Etzel remains a founding partner.

Today, the original vineyard has expanded to 26 acres of steep, contiguous hillside facing southeast, south, and southwest, located at about 400 ft elevation on Willakenzie marine sediment. The Upper Terrace Vineyard, planted in 2000 atop the adjacent hillside on Ribbon Ridge, contributed an additional 9 acres of Pinot Noir to the estate, and a third site located between the two estate vineyards was planted in 2021.

After three decades of evolution, our estate's enduring mantra is to produce wines that elegantly and energetically express the unique essence of our vineyards, Mother Nature's guiding hand, and the distinguished terroir of the Ribbon Ridge AVA.