



The People ~ Johanna and Don Sandberg (owners/winemakers) relocated from Minneapolis to Portland in 1999 to scope out the feasibility of growing grapes and making wine, specifically pinot noir, in Oregon's Willamette Valley. By the end of 2000, they had moved to the future vineyard site to oversee the land development and learn the business of growing grapes and making wine from the ground up. Family partner, Lynne Pelos (owner), lends financial-marketing support remotely and travels to the vineyard as often as possible. From the onset, the three founders have worn many hats, including, but not limited to vineyard manager, winemaker, and all that continues to come before, after and in between.

The Dream ~ From Minnesota dreams to Oregon Wine Country reality, the Pelos Sandberg families have come a long way and learned an awful lot since 1998. Our story revolves around the pursuit of a dream to grow premium quality grapes and make world-class pinot noir. We followed, with great interest, the stories of many Oregon pioneers in the wine industry. Our land is at the center of the dream. We started with the land (Pelos Sandberg Vineyard - PSV) in 2000, planted the grapes, and now make the wine (iOTA Cellars) as of 2006.



To date we have planted 15 acres of "premium" pinot noir and chardonnay vines, built an on-site winery in 2010, and made wine for over a decade. We continue to sell grapes to prestigious local winemakers, while retaining the majority of PSV's fruit for the iOTA label.

The Wine ~ Each vintage leaves an indelible mark on our wine. The varying soils, exposures, clones, rootstocks and vineyard management techniques in combination with seasonal variations are expressed in pinot noir. As both stewards of the land and winemakers, our goal is to best craft wines that are a true reflection of the vintage.



As our iOTA name implies, we believe that only in working with the smallest of quantities and paying attention to the minutest of details can a wine of exceptional quality evolve. From the French oak barrel program to our meticulous practices, we do the detail work in the vineyard, winery and marketplace.

iOTA wines are produced from 100% estate grown, sustainably farmed fruit for a total production under 2000 cases. Our approach is minimalist in both the vineyard and winery. We work with small quantities, pay attention to minute details, and clean A LOT...

