

October 28<sup>th</sup>, 2014

**RE: Mixed Use Zones Project Advisory Committee**

Dear Advisory Committee:

We are the owners of the Southeast Wine Collective, a community urban winery and wine bar on SE 35<sup>th</sup> Place & Division Street. We are also residents of the neighborhood, having purchased our first home here in 2010 after moving to Southeast Portland from France where we had worked and learned the craft of winemaking. Portland and Southeast Portland in particular, is quickly becoming a preeminent national and even global hub for artisans like us that seek to bring our community closer together and live a vibrant and well-rounded life. We could not be more happy to live here and be a small part of this burgeoning neighborhood!

Our winemaking activities culminate with the annual grape harvest each fall, which can last from about six to eight weeks. This time of year brings both excitement and intrigue for our winemakers, guests, onlookers and neighbors. We also recognize that with this comes a much higher amount of activity, both inside and out, which can inconvenience our business and residential neighbors. We strive to be a valuable, courteous and respectful business in our neighborhood and to better ensure this goal, we seek to build a structure in the back part of our building's parking lot in order to bring more of our operations inside and hence quieter and less impactful to our nearby business and residential neighbors. This will necessitate merging the zoning classification of our parking lot and our main facility to commercial storefront, which we sincerely hope this committee finds a reasonable request while evaluating our area for the Mixed Use Zones Project.

Our small local business has quickly grown and we have been fortunate enough to be recognized beyond our local community in publications like the NY Times, USA Today and Wine Spectator, to name a few. We hope to continue this success and be a home for many years to come for the ten winemakers, nine employees, and for ourselves and thank you for your taking a small amount of your time to learn about us and our commitment to Southeast Portland.

Thank you,

Kate & Tom Monroe, Proprietors  
SE Wine Collective  
2425 SE 35<sup>th</sup> Place  
Portland, OR 97214  
503-208-2061  
thomas@sewinecollective.com



## SE Wine Collective: Community Urban Winery

Founded by Kate and Thomas Monroe in 2012, Southeast Wine Collective is an community urban winery in SE Portland that has a unique wine program that highlights the range and quality of the artisanal producers that make wine at the Collective and showcases select wines from producers around the world, as well as in Oregon, Washington and California. The wine bar offers a diverse list, in terms of not only varietals and regions, but also growing methods and wine-making character.

Other unique offerings are the rotating lineup of 4-6 wine flights and a menu with a wine list of nearly 70 wines, all available by the glass, allowing guests a depth and variety that make Southeast Wine Collective a place to learn about and explore wine. The Collective aims to provide a neighborhood and destination spot where guests can experience the action of the winemaking process and taste the wines made at the winery and throughout the world.

In November 2013, Chef Althea Grey Potter joined the team and expanded and improved the food menu with her inventive seasonal salads, shared snack items and savory mains for lunch or dinner.

The Collective is a place where community can gather, in the wine bar or the numerous special events, from Yappy Hour with your dog and a weekly movie night to wine tastings with local winemakers and elegant monthly supper socials with the top chefs. There are 2-5 events each month of numerous types, sizes and price points, but with one similar objective: to expose guests to great wine and food and in a unique, interactive and fun setting. The most notable and popular event is the monthly Supper Social series, which brings in talented and award-winning chefs to co-design an interactive learning component and dinner paired with Collective made wines.

With the production space visible from the wine bar, guests can experience the winemaking process and feel a part of the action. Located in the heart of SE Portland's Division/Clinton neighborhood, guests can not only witness winemaking in action by ten of the area's most dynamic winemakers, but also taste, drink, and eat delicious artisanal wines and food with knowledgeable and caring staff.

Since they opened the doors, Southeast Wine Collective has had incredible momentum and acclaim, being recognized nationally by The New York Times, Wine Spectator, Forbes, Money Magazine, Food & Wine Magazine, Bon Appétit, SF Examiner, LA Times and more for their urban winery, wine bar and Division Winemaking Company wines as leaders in the next generation of winemakers. Tom and Kate are spokespersons for the industry and have created a new model among urban wineries and wine bars. They have helped incubate and grow brands that have moved out of the Collective due to their increased growth and success, making room for other developing brands. A bustling neighborhood destination that is packed nightly, the community gathers there for a variety of events, including winemaking, private events, wine bar, monthly dinner series, classes, wine tastings and more.

The Division/Clinton Neighborhood in Southeast Portland also happens to be where Kate and Tom purchased their first home together – it is where a life culture centered on family, friends, food and drink has firmly taken root. Division represents the two sides of wine growing; vineyard farming and winemaking.



## SE Wine Collective: Owner Bios

### THOMAS MONROE

#### *Co-Founder, Division Winemaking Company and Southeast Wine Collective*

Thomas Monroe is Division Winemaking Company's wine creator and brand ambassador, sharing his passion of wine, especially Pinot Noir, Chenin Blanc and exploring new varietals. After establishing the acclaimed Division Winemaking Company in 2010 with his wife Kate, the pair went on to form the Southeast Wine Collective in 2012 in response to their personal interest in creating a unique, multi-faceted urban winery and wine bar, coupled with increasing public interest in the urban wine movement.

Tom grew up in St. Louis, Missouri and enjoyed his time in the Midwest watching Cardinals baseball games, helping his grandfather on their family farm and working for various restaurateurs and bands in the region. His love of skiing, live music and mountain life took him to Colorado where he studied finance at the University of Denver. Tom's understanding of high finance eventually led him to San Francisco where he worked at Wells Fargo as a Senior Analyst in the Business Financial Services department. In his free time, he worked with wine brands in Napa and Sonoma Valleys, which provided the opportunity to explore different vineyards and the variety of equipment used to produce wines. In 2007, he left his position to earn an M.B.A. at Washington University in St. Louis. During the program, he wrote a business plan for an Oregon-based winery, which spiked his interest in the region's wineries. After stints in short term positions at Wachovia and UK bank Quayle Munroe, Tom decided to pursue his interest in wine and moved to France with Kate and their dog Cass to work in the wine industry.

After the amazing year-long experience, Tom realized that his interest in finance was waning, while his and Kate's passion for wine increased with each day. The family decided to move to Oregon to make approachable and balanced wines that are affordable to all that love them. Drawn to the camaraderie he witnessed at a winemaker with multiple wineries, Tom envisioned Southeast Wine Collective as a place for smaller wineries to grow. Tom and Kate also were inspired by their experience in France and the simplicity of people gathering together to enjoy food and wine. In establishing Southeast Wine Collective, Tom and Kate aimed to create a space for these two communities: the winemakers and the neighborhood.

Tom enjoys and strives to make nuanced wines that are driven by vineyard character or terrior, with ripe, but not over-ripe fruit, using minimally invasive winemaking practices. He appreciates that he is able to engage both his scientific and artistic sides while making wine. Over the years, he has fine-tuned the science and math of winemaking, but has learned even more through experience and developing a confidence in his intuition about wine.



## SE Wine Collective: Owner Bios

### KATE MONROE

#### *Co-Founder, Division Winemaking Company and Southeast Wine Collective*

Kate Monroe is the leader, strategist, marketing expert, operational guru and all around organizer of the award-winning Division Winemaking Company. Her detailed understanding of and extensive experience in the wine, food and event planning industries has well prepared her to run the young, growing company. After establishing the acclaimed Division Winemaking Company in 2010 with her husband Tom, the pair went on to form the Southeast Wine Collective in 2012 in response to their personal interest in creating a unique, multi-faceted urban winery and wine bar, coupled with increasing public interest in the urban wine movement.

Kate's palate is as strong as many sommeliers and wine critics. She excels at pairing food with wine and drawing out the individual components that make for the best matches. Her favorite wine varietals are those with origins in Burgundy & North Rhone in France and from Champagne. She contributes immensely to the winemaking process by helping make the best decisions in the vineyard and in the winery.

If there were a definition in dictionary for "child of the world," you would see a picture of Kate. Born in Bahrain to an English father and Malagasy (that's Madagascar) mother, Kate's exposure to food and wine is extensive to say the least. She has lived in England, Switzerland, France and the U.S. and traveled the world numerous times over. She graduated magna cum laude from Colgate University in upstate New York and has since worked at management levels with event planning firms and wineries across the U.S. and in France. After an amazing year-long experience working and learning how to make wine in France, Kate moved to Oregon with her two loves, Tom and their dog Cass, determined to make approachable and balanced wines that are affordable for all to enjoy.

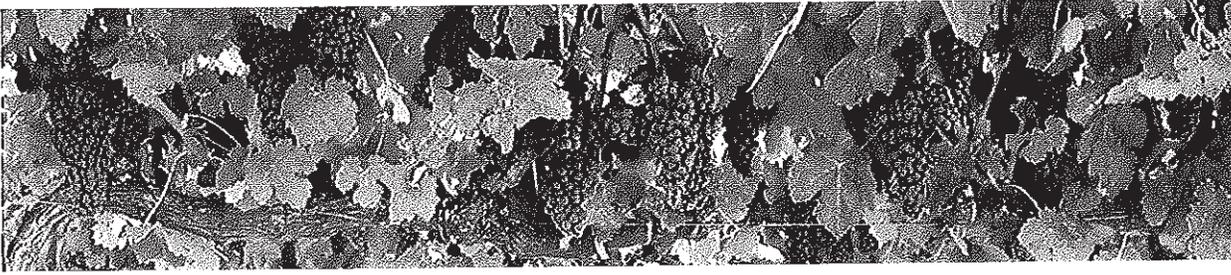
The Division/Clinton Neighborhood in Southeast Portland is also where Kate and Tom purchased their first home together – a community where life centered on family, friends, food and drink has firmly taken root. Division represents the two sides of wine growing: vineyard farming and wine making.

As Southeast Wine Collective has grown into a neighborhood establishment, Kate has enjoyed learning about the relationship people have with wine, adapting and enhancing the wines they make, and creating a space where people can enjoy wine in a social environment. With her event planning background, Kate has led the expansion of events offered at the Southeast Wine Collective, offering guests the opportunity to connect with wine and the winery socially. In the process, she and Tom have crafted and cultivated a team that they are proud of and that enables the Collective to run smoothly.

In two years, the number of wineries in the Collective has doubled in size, expanding from the initial five to the current ten. In the first year, they made Pinot Noir, Chardonnay, and a limited amount of Gamay and then began to expand to different varietals. Southeast Wine Collective currently produces 15-17 varietals, making it one of the most diverse production spaces in the world. Kate and Tom have provided not only a space for production, but support and mentoring for wineries along the way. Kate likes to see the investment in a community of winemakers as part of a story about Or-



## SE Wine Collective: 2014 Neighborhood Letter



Dear Division & 35th Place Neighbors,

October 18, 2014

The winemakers at the Southeast Wine Collective were very busy these past six weeks as the annual grape harvest peaked, bringing delicious fruit and ripe potential to our winery doors. With the harvest season came height of our production year necessitating a lot of hard work, but yielding exciting prospects for our new vintages. The ten winemakers who share the space in Portland's most dynamic and well known urban winery were eager to create interesting wines that might one day fill your glass with diverse flavors and essences of the Pacific Northwest's unique terroir types.

We at the Collective wanted to graciously thank you for your patience during this busy season as we underwent our most boisterous time of the year. We are honored and happy to be a part of this thriving and evolving neighborhood and we strive to be a responsible member of the larger community where we live and work. We understand the annual grape harvest brings additional activity to our doors and we are committed to mitigating our presence as much as possible. If you ever have any comments, questions, or concerns pertaining to the Southeast Wine Collective, please do not hesitate to contact us by phone or by email. We would be happy to hear from you and look forward to getting to better know each of you.

Kate Monroe, General Manager - [kate@sewinecollective.com](mailto:kate@sewinecollective.com)

Thomas Monroe, Winemaker - [thomas@sewinecollective](mailto:thomas@sewinecollective.com)

Winery Phone: (503) 208-2061

Finally, we want to extend an invitation for you to visit our urban winery and find out what makes this time of year so special for Oregon winemakers. **Bring in this letter or mention you live in the neighborhood for a complimentary Collective Club flight at our tasting and wine bar.**

All the best,

Your Neighbors at the  
Southeast Wine Collective

# SE Wine Collective: 2014 Richmond Neighborhood Association Approval of SEWC Plan

## Richmond Neighborhood Association meeting

**Monday, 2-10-14**

Waverly Church

3300 SE Woodward, Portland Or

Minutes by Doug Klotz

Chaired by: Jeff Cropp

### **Board members in attendance:**

Bonnie Bray, Doug Klotz, Cyd Manro, Cliff Hutchinson, Judah Gold-Markel, Jonathan King, Elizabeth Varga, (Julie Fitzwater present but not voting), Heather Flint-Chatto, Jeff Cropp

**Board members not in attendance:** Allen Field, Jordan Lanz,

### **Others in attendance:**

Pam Birkel, Dave Currie, Don Gavitte, Marsha Hanchrow, Diana Foss, Ty Durbrow, Guy Bryant, Dick Park, Julie Dow, Bernard Koser, Neeley Wells, Sally Joughin, Dennis and Amy Whitworth, Linda Ralley, Tom Kishel, Rolando Apuilizan of PPS, Steve Olson of DOWA-IBI Group, Matthew Machado and Liz Mahon of PBOT, Kenneth Ulappa, Lisa Pickert, Denise Hare, Justin Belk, Taylor Gibson, Mark Zahner.

Meeting began at 7:05, with introductions. Adoption of December minutes is postponed until April.

Reed Dow described the zone change for which he seeks RNA support. His property is at 2425 SE 35th Place, the parking lot north of the SE Wine Collective. He proposes the zone on parking lot at north end to be changed from R-5 to CS, to match the associated building. This would allow construction of a one-story building to enclose the wine and grape storage now taking place on the parking lot. After discussion, the board supports this, but ask city to put some lower height limit on project. The vote was 6-3 in support. In favor were, Bonnie, Doug, Cyd, Jeff, Jonathan, , Heather. Opposed were Judah, Julie, and Cliff.

## SE Wine Collective: Press Coverage



### Portland's 10 best wine bars: Bar Tab

Samantha Bakall | sbakall@oregonian.com By Samantha Bakall | sbakall@oregonian.com

Email the author | Follow on Twitter

on September 29, 2014 at 6:00 AM, updated September 30, 2014 at 2:16 PM

*Welcome to Bar Tab, The Oregonian's first-annual guide to the Portland-area's best bars. In the weeks ahead, you'll find guides to the city's top bars for beer, wine, great food and good times. Next up, our guide to Portland's 10 best wine bars.*



#### SOUTHEAST WINE COLLECTIVE

*Urban legend*

2425 S.E. 35th Pl.  
503-208-2061  
sewinecollective.com

One of the happy offshoots of Portland's recent **generation of urban vintners** is that many of them double as great wine bars. At working wineries like Enso (1416 S.E. Stark St.) and Clay Pigeon (815 S.E. Oak St.) -- not to mention the recently departed Sauvage at Fausse Piste -- garage-rock producers pour their own pinots alongside an eclectic mix of New and Old World guests in attractive, close-in spaces. Our favorite of the new crop is SE Wine Collective, a small wine bar attached to a production facility that currently hosts ten small wineries. The bar, despite being just off rapidly developing Division Street, has a cozy, neighborhood feel, with handsome banquettes, a back bar made from cross-cut barrel staves and a smart bar menu from chef Althea Grey Potter. With 65 wines by the glass, including 25 from in-house members (plus emeritus winery Bow & Arrow), SE Wine Collective rewards repeat visits.

**Who's sitting next to you?** A table of three spooning into a massive, gooey chocolate chip cookie.

**Signature drink:** Intriguing flights, including a recent run of Chenin Blancs, meant to be paired with a house pork meatball and sambal mayo banh mi (on Little T baguette).

-- Michael Russell



## 10Best: Urban wineries across the USA

Division Winemaking Company in Portland, Ore.

One of almost 20 small-batch wineries in Portland, Ore., located near the Willamette, Columbia and Yakima valleys and southern Oregon wine regions, [Division](#) makes pinot noir, gamay noir, cabernet Franc and chardonnay. The SE Wine Collective, whose tasting room offers flights from 10 member wineries, bi-weekly guest winemaker events, and food from prosciutto-wrapped dates to mac and cheese with chanterelles or banh mi baguettes, was founded by Division's owners, a married couple who fled finance and event planning, in 2012. It's located in southeast Portland, the city's hippest neighborhood, crammed with eateries, boutiques and galler-

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..... *Thrillist's*  *Best...* .....

## The 21 best wine bars in the country

Published on 9/14/2014

By [Jonathan Cristaldi](#)

### Southeast Wine Collective

Portland, OR

Witness the fine art of winemaking in this modest neighborhood warehouse in Southeast Portland, where a coalition of wine-makers toils away in a massive space right off the city's bustling Division Street. Luckily for patrons, they serve the wine, too. Southeast Wine Collective offers all of their homemade wines by the glass and features five high-quality rotating taps. Pair those with the culinary stylings of chef Althea Grey Potter, or come in for their monthly Supper Social where guest chefs from around Portland prepare their own food menus to pair with the Collective's homemade stash.

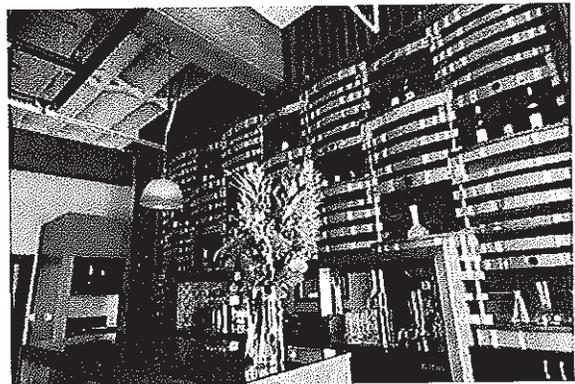
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**YAHOO!**  
FOOD

Are These the 21 Best Wine Bars in  
the Country?

Southeast Wine Collective

— **Portland, OR**

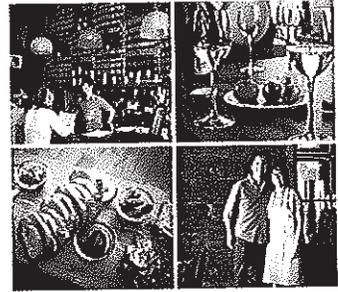


# The New York Times

## Bringing the Wine to Portland, Ore.

August 29, 2013

By BONNIE TSUI



Portland, Ore., has a new thing to call local, and it's wine. Vintners are moving their operations from wine country in the Willamette Valley pairing on-site facilities with tasting rooms that offer a window into winemaking. At least 10 urban wineries have opened within city limit years, making up what might be called one of the country's first urban wine trails.

Among the best producers are **Bow & Arrow** ([bowandarrowwines.com](http://bowandarrowwines.com)) and the **Division Winemaking Company** ([divisionwinemaking.com](http://divisionwinemaking.com)) both resident producers at the **Southeast Wine Collective** (2425 SE 35th Place; 503-208-2061; [sewinecollective.com](http://sewinecollective.com)).

Visitors can sample flights of wines made inside the collective from grapes grown in the Pacific Northwest, getting a taste of the region's flavorful characteristics that geography and climate create in a wine. The bar's back wall is made from curving old oak wine barrels, and garage doors lead through to the production room, where, depending on the time of year, customers can witness the harvest crush, watch wine being bottled, or take a class in blending.

"For us as younger winemakers, we cherish the valley, but our audience doesn't necessarily have the time to get down there," said Kate I co-founder with her husband, Tom, 34, of the Southeast Wine Collective. It opened last September. "In order for wine to be an everyday lives, we have to bring it to them a little bit."

Urban winemaking is not unique to Portland — Santa Barbara and Seattle also have such wineries. But in Portland, a city where the lines between it and "Portlandia," its comically twee IFC TV counterpart, the seriousness of this craft endeavor seems fitting. Since getting the available to consumers is an early hurdle to becoming a successful winery, among other obstacles like buying expensive equipment, the set up to be an incubator to help small producers. "It's an outlet for people to be able to find these wines," Ms. Monroe said. "For me, as it's 'try before buy,' right?"

Like many of their urban winemaking peers, Sasha Davies, 39, and Michael Claypool, 41, of **Clay Pigeon Winery** (815 SE Oak Street; 503-2 [claypigeonwinery.com](http://claypigeonwinery.com)) began making wine out of their garage. "We licensed our garage, and in 2011, we made one barrel of syrah and one pinot noir," Ms. Davies said. Since Clay Pigeon started production in an industrial stretch of southeast Portland in 2012, output has increased the year's red wines will be released this fall. The attached Cyril's Wine Bar and tasting room serves seasonal fare like farro and lentil salad its wines. Knowledgeable, friendly staff members are on hand to make recommendations.

A few blocks away — an easy walk or bike ride — the **ENSO Urban Winery and Tasting Lounge** (1416 SE Stark Street; 503-683-3676; [enso.com](http://enso.com)) opens right onto the street. On a recent summer evening, a lively crowd spilled out, chatting and sipping from Ryan Sharp's extensive line which includes pinot blanc, zinfandel, a mourvèdre reserve and several blends. For fun, Mr. Sharp recently released a bagged Portland Sauvignon Blanc of dry rosé, berries and spices; its summertime introduction was celebrated with an electronic music dance party in ENSO's barrel room.

Every place offers a peek into production. At **Sauvage at Fausse Piste** (537 SE Ash Street; 971-258-5829; [sauvageatfx.com](http://sauvageatfx.com)), an intimate residential winemaking operation that was opened last summer by Jesse Skiles, a 29-year-old chef and winemaker, customers at the elegant, salvaged can peer through a glass door into the winery (tours by appointment) while sipping a well-balanced flight described as "We make these Sauvage Piste specializes in Rhone varietals.) And Mr. Skiles's beautiful small plates are a revelation: smoked, braised chicken wings with a crunchy slaw and bacon-wrapped baby octopus. Small plates are priced between \$5 and \$10; entrees are around \$20.

Most of the wineries are members of PDX Urban Wineries, a local association that has been working to create a new culture in which people can cab and walk between wineries that are mainly clustered in the southeast section of the city — very Portland.

The latest sign of success: Bow & Arrow is leaving the Southeast Wine Collective to open its own place, less than five miles away. The new Dana Frank, 35, its co-owner, will have a 5,000-square-foot cellar — an urban wine cave, if you will — built to specifications set by her 41 husband, Scott, the winemaker.

"The live ecology that lives underground contributes so much to how a wine ages, and we really wanted that," Ms. Frank said. Portland to bet says it could be a hit.

# How To Win In Wine Without Losing Your Shirt, Part One

[Cathy Huyghe](#) Contributor

*This is the first in a series that explores business models in the wine industry. Here we look at the category of urban wineries.*



The image of a winery as a self-contained system — where there is a winemaking building and cellar, surrounded by vineyards where the grapes are grown — is more unique and recent of an idea than many people realize.

For many centuries, and in some of the most influential winemaking regions of the world (such as Beaune in Burgundy), the vineyards circle a town while the winemaking buildings themselves are clustered in the middle of town. At harvest the grapes are transported to the town center, making it a classic example of bringing the product to where the consumers are.

Yet we aren't accustomed to thinking of wine in that way. Visiting urban wineries requires a flip of expectations, which yields a new understanding of how to operate a wine business at a profit, especially at a time when the buy-in for new entrants to the self-contained system — with its vineyard acreage and winery construction — is so prohibitively high.

The network of urban wineries in Portland, Oregon for example offers at least three different models, each with its own pros and cons that plot a trajectory of what's possible and successful. From diverse income streams to very savvy marketing that's tuned precisely to a target demographic, these models show that there's more than one way to win in wine, without losing your shirt in the process.

Kate and Tom Monroe's model demonstrates the advantages of diverse sources of revenue. They launched the SE Wine Collective in 2012 with the benefit of a sound business plan developed and fine-tuned while Tom pursued his MBA at [Washington](#) University in St. Louis. But writing the plan was initially more of an exercise than a blueprint for the reality they wanted to build; they shifted gears after working in other careers and a serendipitous opportunity to work with winemakers in France, where Kate grew up.

"The wine industry is notorious for attracting retired rich guys," Tom Monroe said, "but that wasn't how we were looking at it. [The urban winery] fits how we wanted to get what we wanted to get out of our lives."

Kate and Tom Monroe's model demonstrates the advantages of diverse sources of revenue. They launched the SE Wine Collective in 2012 with the benefit of a sound business plan developed and fine-tuned while Tom pursued his MBA at [Washington](#) University in St. Louis. But writing the plan was initially more of an exercise than a blueprint for the reality they wanted to build; they shifted gears after working in other careers and a serendipitous opportunity to work with winemakers in France, where Kate grew up.

"The wine industry is notorious for attracting retired rich guys," Tom Monroe said, "but that wasn't how we were looking at it. [The urban winery] fits how we wanted to get what we wanted to get out of our lives."

What they wanted was a business "in front of our crowd and in our neighborhood," Kate Monroe said, "where we could bring wine to people in a different way, and produce wine in a different mindset." They soon surrounded themselves with like-minded people, and with like-minded wines.

"Our job is not just to make wine but to foster the future of winemaking too," she said of the Collective's "enological incubator" environment; they opened their facility as a friendly cooperative, where a small group of other new winemakers could make their own wines. Those wines find an immediate outlet on the menu at the Monroe's wine bar next door, which also includes what they call "inspiration wines," that is, other small-production wines from around the world that share the same philosophy.

Building their facility in Portland echoes the rule of thumb for success in the restaurant industry, namely, Location, Location Location. In Portland, immediate customers are "obsessed with where their food and wine comes from and how it's made," Kate Monroe said. "We're invested in providing that experience to the client. They deserve to know who makes it. They deserve to appreciate it. Our prices are not inexpensive, and they choose our products because they're invested in the story and in the small artisan production."

# OPB Arts & Life: Harvest Day at the SE Wine Collective

The grapes were ripe and the spaces tight at a new urban winery in SE Portland.

## SE Wine Collective Offers Brewpub Experience for Winelovers

OPB | Oct. 24, 2012 7:30 a.m.

After decades of living in the middle of Beervana, many Portlanders are familiar with how beer is made. In brewpubs around the city, patrons can sip the wares in close proximity to giant vats of beer while brewmasters stomp around in galoshes carrying out their work.

Winemaking, too, has long been part of the Oregon landscape, but for city dwellers, the process still holds an air of mystery. It generally takes place in the Willamette Valley, and anyone who wants to watch winemakers in action must make a special pilgrimage to wine country.

Now a group of urban winemakers is hoping to bring the winemaking experience to the people with their new winemaking facility and tasting room on Division Street in the heart of southeast Portland. It's a brewpub for wine enthusiasts.

### Go See It

#### SE Wine Collective

- 2425 SE 35th Place, Portland
- Tasting Room Hours: Wed- Fri: 3 p.m. to 10 p.m. Sat: 11 a.m. – 10 p.m. Sun: 11 a.m. – 7 p.m.

[Visit website](#)

Four artisanal wine producers – [Vincent Wine Company](#), [Bow & Arrow Wines](#), [Helioterra Wines](#) and [Division Winemaking Company](#) – have joined together to form the [SE Wine Collective](#). According to cofounder Thomas Monroe, the collective is an opportunity for these small up-and-coming labels to share the costs and risks of moving into a larger facility and to work in a collaborative environment with other winemakers.

The collective opened in late September, just in time for harvest. It's the busiest and most important time of the year for winemakers. The 5,000-foot space was full of activity recently as the last of the season's shipments of grapes came in to be pressed or crushed and put into large vats for fermenting.

With four winemakers sharing the same space and equipment, the name of the game for urban winemaking is scheduling and logistics, says Monroe. Vats of fermenting grapes were tucked into every corner amid shiny new tanks and equipment as Monroe and his crew moved crates around to make room for the last batch.

"For somebody who's never been in a winery, this could be considered crowded," says Monroe. "But I don't think we're even at two-thirds of our capacity in here."

Wine lovers and curious passers-by can watch action from the cozy tasting room which looks directly out into the winery. The tasting room offers flights of wine from each of the resident labels as well as a selection of the winemaker's "inspirational wines." There is food to nibble on and a casual, friendly atmosphere to learn about wine.

"It's been a bit like living in a fishbowl out here when we're working," says Monroe. "But that's what we wanted. We wanted this community who's never seen a winery before to be able to check it out, hang out with the winemakers and give some of our wines a try."

**SE Wine Collective: Photos**



© 2014 Photography - www.photography.com