



## PEPPER BRIDGE WINERY & AMAVI CELLARS

NORM MCKIBBEN + JEAN-FRANCOIS PELLET

# CHEERS TO 40 YEARS OF THE WALLA WALLA VALLEY AVA!



"After all these years in the Walla Walla Valley, it's been an honor to be part of such an incredible community. Norm and I feel lucky to have played a role in its wine history while embracing new ideas along the way. As we celebrate 40 years of the Walla Walla Valley AVA, we'd love to take you through some of our favorite spots! - JF

### 9:00 AM | MORNING BUZZ AT CARTE COFFEE

Start your day with a stop at [Carte Coffee](#). Norm's endless energy earned him the nickname Stormin' Norman, so to keep up, you might need an extra shot of espresso! Sip on some of the Valley's best brews before diving into the Walla Walla Valley's wine history.

### 10:00 AM | FRESH FINDS AT THE FROG HOLLOW FARM

Before hitting the vineyards, make a quick stop at the [Frog Hollow Farm](#). It's a peaceful reminder of the Walla Walla Valley's agricultural roots. Stroll around, grab some fresh produce or flowers, and take in the stunning landscape—a perfect start before the day's wine adventures.

### 11:00 AM | THE LEGACY BEGINS AT PEPPER BRIDGE WINERY

Next up, head to [Pepper Bridge Winery](#), where Norm and JF played a huge role in putting the Walla Walla Valley on the wine map. Norm may have started as an apple farmer, but in 1989, he saw the valley's grape-growing potential and planted his first vines. JF, with his Swiss expertise, joined him in 1999. Together, they helped shape Walla Walla into the world-class wine region it is today. Be sure to book a vineyard tour and check out the state-of-the-art gravity-flow facility! Reservations Required.



## 12:30 PM | WINE AND CHOCOLATE AT AMAVI CELLARS

After your tour at Pepper Bridge, stop by our sister winery, [Amavi Cellars](#). Established in 2001, Amavi's wines are all sourced from our sustainable estate vineyards: Les Collines, Seven Hills, Pepper Bridge, Octave, Goff, Stone Valley, and Summit View. The Blue Mountain views here are stunning—sit back, relax, and indulge in their popular wine and chocolate pairing. It's an experience you don't want to miss! Reservations Recommended.

## 1:00 PM | CASUAL LUNCH AT MEMO'S TACOS

After all that wine, it's time for lunch! JF is a fan of local food trucks near the Oregon-Washington border, and one of his go-to spots is [Memo's Tacos](#). You can't go wrong with carne asada tacos—they're packed with flavor and the perfect pick-me-up before the next adventure.

## 2:00 PM | MUSHROOM HUNTING AT TOLLGATE

If you're up for an adventure, take a scenic drive to Tollgate. The forests are home to chanterelles in the fall, morels in the spring, and porcini mushrooms in both seasons. Bring your boots, breathe in the mountain air, and see what treasures you can find. Just make sure you know your mushrooms before you eat them! Oh, and if you're in need of a sweet treat while you're in the area, stop by the [Tollgate Cross Store](#) for a scoop of ice cream.

## 6:00 PM | DINNER AT TMACS

Dinner at [TMACS](#) is the perfect way to wrap up your day. This is one of their go to spots, and you'll often find Norm here enjoying a bottle of Pepper Bridge wine (you should too!). The dishes are creative and made with local ingredients! It's the perfect way to wrap up your day and toast to 40 years of winemaking excellence in the Walla Walla Valley! Reservations recommended.

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### GET OUTSIDE



JF + Norm both enjoy getting outside, and Walla Walla has so many great recreational activities. If you enjoy fishing, Walla Walla, known as the "Land of Many Waters," offers plenty of local fishing spots to check out. If you're up for a little drive, there are even more options just outside of town. For the best tips, take a look at [OutsideWallaWalla.com](#)—you'll find some great info there!



### LISTEN TO THE CHEERS TO 40 YEARS PLAYLIST

Join us in celebrating 40 years of the Walla Walla Valley AVA with a playlist made by JF + Norm themselves. Scan the QR code below to start listening!

### SPOTIFY PLAYLIST

