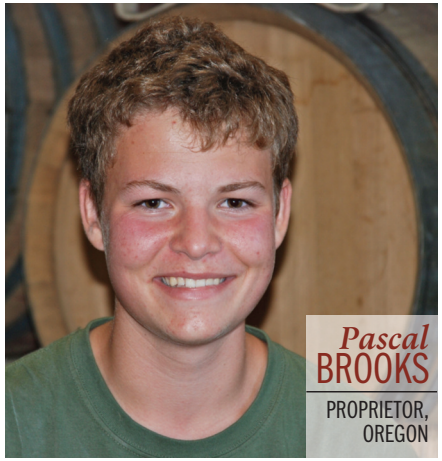
30 UNDER 30

The daughter of a château owner. A sommelier. A golfer. The son of a photographer…There's a lot of young talent in the wine business, coming from different directions. These 30 are rising to the top.

We canvassed our colleagues in the world of wine to find the most creative and accomplished young talent in wine today. All of them are 30 years old or younger; some of them make wine, while others sell it. All of them are names to know: This is the next generation in wine.



Pascal BROOKS

PROPRIETOR, OREGON

It's safe to say that at 15, Pascal Brooks is the youngest winery owner in America. His father, Jimi, founded Brooks winery in 1998 after inspired winemaking at Maysara and WillaKenzie Estate wineries. When he died suddenly in 2004 at the age of 38, Jimi left the winery in his son's name and under the care of his sister, Janie Brooks Heuck, Pascal's aunt. She and winemaker Chris Williams carry the torch until Pascal comes of age.

> "When I get to work harvest, it feels right…like I'm living by my dad's guidelines."

Pascal just finished his freshman year of high school in Pittsburgh, where he lives with his mother, devouring history books and rowing crew (he hopes to row in a power position when he joins the varsity eight in two years). In the meantime, he enjoys watching the reactions of fellow students and especially their parents when he tells them about the bequest of his father. He spends a portion of each summer at the winery in the Eola–Amity Hills, and sometimes he's around to help at harvest, when he'll occasionally thieve a glass of unfermented juice, down it and wonder about its future transformations. "My aunt talks to me about a turning point, when I'll know what I want to do and make a choice. But when I get to work harvest, it feels right. I feel like I'm living by my dad's guidelines." —**P. J.C.**

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