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Brooks Honored With Travel Salem's "Most Oregon Part of Oregon" Award for Hospitality Excellence



First photo, bottom row from left: Brooks hospitality team. Second photo, from left: Jennifer Cossey, Janie Brooks Heuck and Claire Jarreau.

AMITY, Ore. (November 7, 2025) — [Brooks Wine](#) has been recognized with the Most Oregon Part of Oregon (MOPO) Award for Hospitality Excellence by Travel Salem, honoring the winery's commitment to outstanding

hospitality, sustainability, and community impact in the Mid-Willamette Valley. The award was presented at the Travel Salem Mid-Willamette Valley Tourism Summit and MOPO Awards yesterday, Thursday, Nov. 6, at the Salem Convention Center, where Brooks' Front of House and Back of House hospitality teams were celebrated for redefining what it means to offer purpose-driven, inclusive, and sustainable hospitality in Oregon wine country.

Under the leadership of Managing Director Janie Brooks Heuck and General Manager Jennifer Cossey, Brooks has built an immersive guest experience that blends exceptional wine, regenerative farming, and an innovative culinary program. The hospitality teams are recognized for going above and beyond to create memorable experiences that reflect both Oregon's bounty and its spirit of collaboration.

"This award is a celebration of our incredible hospitality team, whose warmth, creativity, and care inspire everything we do," said Janie Brooks Heuck, Managing Director. "At Brooks, hospitality is about more than a tasting. It's about connection, purpose, and leaving guests inspired by what makes Oregon so special."

Brooks continues to lead with purpose as the first winery in the world to achieve both B Corp and Demeter Biodynamic certifications, showcasing how sustainability and hospitality can work hand in hand to drive tourism and positive change.

This year, the Brooks hospitality team:

- Transformed its biodynamic gardens into an interactive destination with pollinator-friendly landscapes, an on-site farm store, and "Secret Garden" experiences featuring seasonal menus and hands-on education.
- Expanded its culinary program with garden-sourced menus, chef dinners, cooking classes, and educational events celebrating the region's micro-seasons.
- Launched the [Wine Atlas Collective](#), a first-of-its-kind shared membership connecting wineries across the country through a nationwide tasting "passport."
- Introduced the Brooks Artisans in Residency program, featuring 12 local, purpose-driven makers—including Salem's Prismatic Coffee and La Familia Cider—for rotating collaborations and events.
- Hosted the region's first-ever Non-Alcoholic Wine Conference and introduced an N/A tasting flight, expanding inclusivity and access for all visitors.
- Strengthened professional development programs for emerging hospitality professionals, positioning Brooks as a training ground for Oregon's next generation of wine and tourism leaders.

Director of Hospitality Doug Rankin, who brings more than 20 years of industry experience, has built a caring and skilled team dedicated to delivering authentic, guest-centered experiences. Resident Chef Chauncey Roach, formerly of Salem's Pacific Standard, has further elevated the culinary offerings, deepening ties between the winery and the local food community. Estate Gardener Shannon Mayhew has also played a vital role in shaping Brooks' landscape and sustainability programs. Her leadership in developing pollinator meadows, composting systems, and native hedgerows has turned the estate into a living classroom for guests and community members alike.

Brooks continues to champion partnerships that strengthen regional tourism and sustainability. This year alone they launched a partnership with Revino to promote reusable wine bottles and reduce industry waste. Brooks created a "B The Change B Corp Winery Passport" with fellow B Corp wineries Winderlea and Et Fille, encouraging visitors to explore neighboring tasting rooms and learn about sustainability in action. Up next is the launch of an exciting new membership option to create a more inclusive and experiential winery membership. It's called Brooks with Benefits.

[Brooks With Benefits](#) is a fresh take on the wine club, for someone who values choice, connection, and experiences. Instead of locking into fixed shipments, members pay a \$100 quarterly fee that's fully credited to their account. They can then spend it however they like—on wines, tastings, events, or curated merchandise, either online or in the tasting room.

Brooks continues to lead Oregon's wine community with a spirit of inclusivity, innovation and exceptional hospitality. More exciting experiences are on the horizon. For more information, visit brookswine.com and follow [@brookswinery](#) on Instagram and Facebook.

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About Brooks:

Founded in 1998, Brooks is a female-led, family-owned winery located in Amity, Oregon, in the heart of the Willamette Valley. The winery produces 18,000 cases annually across 50 labels, with a focus on Pinot Noir, Riesling, and other aromatic white wines.

Over the years, Brooks has earned widespread acclaim. In 2019, 2021, and 2023, Brooks was designated as one of the Top 100 Wineries in the world by Wine & Spirits Magazine and has been named a 100 Best Fan-Favorite Destination in Oregon six years in a row. In 2023, Brooks was named Green Company of the Year by The Drinks Business and was #28 of the World's Best Vineyards in 2023 and #55 in 2024. Recent Brooks wines continue to show up on Jen Dunnuck, Wine Enthusiast and James Suckling Top 100 lists. Janie Brooks Heuck, Managing Director, just received the 2025 Oregon Wine Board's Outstanding Industry Leadership Award for her two decades of championing sustainability, pioneering global initiatives, and leading Brooks to become the world's only winery with both B-Corp and Demeter Biodynamic certifications.

Brooks is the living legacy of Jimi Brooks, a visionary Portland native who came to wine through his passion for history and philosophy. Jimi devoted his life to holistic farming and winemaking in the Willamette Valley. Jimi passed away unexpectedly in 2004 at the age of 38. His son Pascal (8 years old at the time) became the Owner of Brooks, and Brooks has continued with the dedication of Jimi's best friend, Chris Williams (Brooks' Winemaker Emeritus), and his sister, Janie Heuck (Brooks' Managing Director). Today, Claire Jarreau serves as Winemaker, and the entire team remains committed to carrying forward Jimi's vision of quality, sustainability, and community.

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