WHAT'S NEW IN OREGON'S WILLAMETTE VALLEY

The Willamette Valley, acclaimed as the New World home of Pinot noir, now boasts more than 500 wineries. The region’s prized grape garners rave reviews, lures tourists, and tempts winemakers to pack up and move to Oregon in their quest for perfect Pinot.

Outstanding wines from the 2014 vintage are poised to hit the market, with the best of the best selling at the region’s first ever trade auction, Willamette: The Pinot Noir Barrel Auction on April 2nd, 2016. Trade-only bidders will vie for exclusive lots from 67 top wineries, showcasing the remarkable breadth and persistent quality of Willamette Valley Pinot noir.

“2016 promises to be more than merely a breakout year,” wrote Matt Kramer for Wine Spectator. “Rather,” he continued, “it will likely be the year when Oregon Pinot noir institutionalizes itself on wine lists everywhere, as well as in many wine drinkers’ private cellars.”

Discover the wines that are making their way to wine lists and cellars across the country and around the world. This is a region to watch in 2016.

Learn more at willamettewines.com.

CONTENTS

- New Wineries & Tasting Rooms
- Willamette: The Pinot Noir Barrel Auction
- Wines that Give Back
- On the Calendar in 2016
- 500 Wineries & Counting
- 2015 Vintage - Winemaker’s Report
- Getting to the Willamette Valley
- Runners Love Wine
- The Radiant Sparkling Wine Company
- Auctions for Causes - ¡Salud! & Classic Wines
- Contact
NEW WINERIES & TASTING ROOMS

Argyle Winery - In the heart of Dundee, one of wine country’s most popular tasting rooms has expanded. Argyle moved production to a new site nearby and transformed the barrel room and cellars into a contemporary indoor and outdoor space for experiencing Argyle wines. Opened Summer 2015.

Bells Up Winery - Dave Specter, a French horn player and award-winning winemaker, says his new winery is a “bells up” moment, a classical music term for when French horn players lift the bells of their instruments to project sound with maximum intensity. The tasting room is open on holiday weekends and by appointment during the year. Opened Spring 2015.

Domaine Roy et Fils - At Jared Etzel and Marc-Andre Roy’s new winery and tasting room, visitors can expect an in-depth tasting experience of the winery’s inaugural vintage complemented by a panoramic view of the valley from the Dundee Hills. Opened November 2015.

Dusky Goose - A new tasting room among the vines with stunning vineyard views is now open at Dusky Goose’s Rambouillet Vineyard in the Dundee Hills. Opened November 2015.

Grochau Cellars - Established in 2002, Grochau Cellars is the project and passion of John Grochau and his wife Kerri. Their new tasting room, in the former Brooks winery, will welcome visitors Friday through Sunday. Grand Opening March 2016.

North Valley Vineyards - The new tasting room, nestled among vines in the lovely Chehalem Mountains area, is open for a unique hospitality program, including in-depth explorations of the region and the occasional, small group master class in blending. Opened July 2015.

Seufert Winery - Overlooking the central city park in downtown Dayton, the new Seufert Winery tasting room welcomes guests with an outdoor courtyard for the warmer months and a cozy fireplace for quintessential Oregon winter weather. Opening January 2016.

Soléna Estate - The new 3,500 square foot estate tasting facility feels more like a working farm with its stone and weathered wood exterior, a wood-burning fireplace, wood floors, terrace, organic garden and vineyard. It features a fireplace, wrap-around patio and barrel room. Opened June 2015.

Urban Crush - While winemakers are busy producing wine on-site, Urban Crush’s Portland tasting room and wine lounge at SE 7th Avenue and Lincoln will be a destination that compels PDX’s wine lovers to revel in tastes of the wine made on the premises. Opened July 2015.
Willamette: The Pinot Noir Barrel Auction is the first of its kind in the 50-year history of the Oregon Wine industry and acknowledges a pivotal moment in the region’s timeline signifying its presence on the world stage.

In true Oregon fashion, for the first time, over 65 of the region’s wineries and winemakers will open their doors and cellars during three days of special events culminating in a live auction. Invited trade and guests will taste Pinot noir of outstanding quality, produced in extremely limited quantities, representing a wide range of terroirs and styles. Willamette guests are among the fortunate few with the opportunity to own an exceptional lot of one-of-a-kind Pinot noir and an unforgettable impression of the Oregon wine community.

All proceeds from the auction will support the marketing and branding efforts of the Willamette Valley Wineries Association.

Wines that Give Back

**Owen Roe COOP**
In 2015, Owen Roe was excited to announce and release COOP, an employee profit share brand. COOP’s name lends itself to the cooperative nature of the project, and also a clever play on the cautionary tale that you don’t ask the fox to guard the henhouse. This folklore inspired the cheeky label and story behind the wine. COOP also serves as a celebration of collaborative efforts to produce well-crafted wines. Owen Roe employees benefit from the sales of COOP as net proceeds are allocated to an employee profit share plan.

**Grochau Cellars Commuter Cuvée**
John Grochau launched his Commuter Cuvée Pinot Noir with his local distributor Casa Bruno in 2009 to raise money for the Brett Jarolimek Memorial Fund. Each year, a portion of Commuter Cuvée sales are donated to a different charity. The 2014 vintage will support Corre Caminos, an organization that provides bikes, cycling apparel and instruction to at-risk youth in rural Colombia.

**Elk Cove Vineyards Condor Northwest**
Condor Wines Northwest, produced by pioneering winery Elk Cove Vineyards, releases exceptional wines to benefit a hunger relief program in the Cayma district of Arequipa, Peru. All proceeds from the sale of these wines will fund this hunger relief program.
ON THE CALENDAR

Valentines Weekend - February 13-14, 2016
An amorous preface to spring in wine country, Valentine’s weekend features winery events including dinners, chocolate pairings, and a bubbles festival—what’s more romantic than sparkling wine?

Oregon Chardonnay Celebration - February 27, 2016
Held at the Allison Inn & Spa, the Celebration educates both industry members and consumers about the varietal in a non-competitive environment. The event begins with a seated topical seminar and tasting followed by the Grand Tasting, a walkaround sampling of over 40 Oregon producers, one of the region’s largest varietal specific tastings.

Willamette: The Pinot Noir Barrel Auction - April 2, 2016
The top Pinot noir producers from Oregon’s Willamette Valley will showcase their one-of-a-kind lots of handcrafted wines for an elite, trade-only audience, held at the Allison Inn. Never has there been an auction of its kind in the region, a true testament to the growing demand of Willamette Valley Pinot noir and its exceptional quality.

North Willamette Wine Trail Weekend - April 9-10, 2016
Spend a weekend exploring Oregon wine country. Guests are treated to complimentary wine tastings, food pairings, entertainment, and hands-on activities at more than 20 participating wineries during this self-guided wine tour weekend.

Yamhill-Carlton Spring Tasting - April 30, 2016
Anne Amie Vineyards is the venue for winos and foodies alike, sharing tastes and nibbles of what the AVA has to offer. Sample some of the most alluring and complex Pinots in the Valley alongside delicious local fare.

Oregon Wine Month - May, 2016
We celebrate Willamette Valley wine all year round, but especially during Oregon Wine Month, when the entire state joins in commemoration of our beloved industry for the month of May, offering special events, tastings and promotions for the enjoyment of Oregon wine.

More than 150 wineries throw open their doors for special festivities during one of the biggest Willamette Valley events of the year. Enjoy barrel samples, vineyard tours, live music, food pairings, stunning views, special discounts and more.

International Pinot Noir Celebration - July 29-31, 2016
Now in its 30th year, the International Pinot Noir Celebration is held the last full weekend of July in McMinnville, Oregon. The event offers Pinot noir consumers and industry members the chance to enjoy an unparalleled selection of Pinot noir from around the world via a full schedule of seminars, walkaround tastings, winery tours, and unforgettable meals prepared by top Northwest chefs.
**Bounty of Yamhill County** - August 26-28, 2016
Bounty of Yamhill County (BOYC) is a three-day annual event that celebrates a vibrant community of famous wineries, celebrated chefs, and sustainable family farms. No other locally sourced food and wine event can boast such nationally recognized participants.

Kick off the holiday season at the Willamette Valley’s longest-running event. More than 150 wineries welcome visitors to celebrate friends, family, and the completion of another harvest with this festive weekend, featuring tastings, events, holiday specials and more.

**500 WINERIES & COUNTING**

The Willamette Valley wine industry grows tremendously year after year, recently topping 500 wineries. But even as the number of wineries increases, the prevailing culture of camaraderie, environmental stewardship, and esteem for quality wine abides. It’s what draws people here in the first place.

Approximate number of Willamette Valley wineries through the years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>5</td>
</tr>
<tr>
<td>1980</td>
<td>30</td>
</tr>
<tr>
<td>1990</td>
<td>60</td>
</tr>
<tr>
<td>2000</td>
<td>110</td>
</tr>
<tr>
<td>2010</td>
<td>300</td>
</tr>
<tr>
<td>2015</td>
<td>500</td>
</tr>
</tbody>
</table>

**2015 VINTAGE REPORT**

*From Harry Peterson-Nedry, Chehalem Wines*
*Read more on Harry’s harvest blog.*

Here, have a cigar! We just had twins, one year apart. The 2015 vintage was slightly different in early growing season timing from 2014, but the final effect was the same, with big heat, big crop and big expectations. The fruit was, as in 2014, impeccably clean and devoid of disease, with only a little sunburn being tossed from the sorting conveyor. Whites again look fully ripe, texturally rich, yet balanced. Pinot Noirs will rival 2014 for rave reviews.

With the recent extremes of two very cool vintages in 2010 and 2011, followed by four progressively warmer vintages into record territory never seen before, we have to be skillful at adaptation, thankful for living in a “cool” climate. The vintage variations have and will be exciting, but we’ll have to learn to count higher—more heat, more fruit, more more. Whew.

Regards,
Harry
GETTING TO THE WILLAMETTE VALLEY

Planes
When visitors come through either the Eugene or Portland airport, their wines fly free back home on Alaska Airlines! From either city, an eager wine taster is just minutes from urban tasting rooms and a short drive from vineyard land and wineries.

Trains
Take Amtrak to Eugene and find multiple tasting rooms within walking distance of the train station!

Automobiles
Driving is certainly the easiest way to get around wine country and find off-the-beaten-path wineries. Instead of following a GPS straight down I-5, tourists should try a less direct route on back roads, and be rewarded with beautiful countryside and those unique tasting room finds. View tasting routes. By car, a Willamette Valley visit can expand quickly to include golfing at the Oregon Coast or hiking in the Columbia River Gorge, two of the state’s Seven Wonders.

RUNNERS LOVE WINE

Fueled by Fine Wine Half Marathon - July 10, 2016
Combine a passion for running and love of fine wine in one event! The spectacular and challenging course passes some of the most acclaimed wineries in Oregon, winding through pristine vineyards and providing a breathtaking view from the top of the Dundee Hills. And you can imagine the after-party—sip and savor some of the Willamette Valley’s finest wines.

Oregon Wine Country Half Marathon - August 13, 2016
The Oregon Wine Country Half Marathon is truly a hidden gem. Hosted in Yamhill County in the heart of the Willamette Valley, participants rave about the small-town charm, incredible sunrise views, scenic course, great wines, and post-race Wine & Music Festival in downtown Carlton.
THE RADIANT SPARKLING WINE COMPANY

The Radiant Sparkling Wine Company spawned from the notion that there is a latent level of desire to produce sparkling wine in the Willamette Valley, but producers are lacking two things: first, the mechanisms and equipment to produce the wine, which are much different from still wine; and second, the technical background and confidence to make the leap.

Andrew Davis made sparkling wine at Arygle (the region’s leading producer) for seven years. So he devised a plan to provide what wineries were lacking. He now supplies the equipment and the know-how from juice to bottle, and has already maxed out his production capacity with 20 winery clients. Radiant began with the 2013 vintage, so select bottles will be making their way to the market in the spring of 2016. Here come the bubbles!

AUCTIONS FOR CAUSES

¡Salud! The Oregon Pinot Noir Auction
¡Salud! is a unique collaboration between Oregon winemakers and healthcare professionals to provide access to healthcare services for Oregon’s seasonal vineyard workers and their families. The ¡Salud! auction has raised over $7 million since its inception, and the 2015 auction took in $800,000, an 11 percent increase from 2014.

Classic Wines Auction
Recognized as one of the top ten charity wine auctions in the country by Wine Spectator since 2001, the Classic Wines Auction has raised over $33 million for Portland-area charities since its inception in 1982. Attended by an affluent guest list of more than 900 wine and food enthusiasts from around the country, the gala auction includes a pre-dinner wine tasting, a five-course culinary feast prepared by top guest chefs, selected wines from both national and international wine ambassadors, and a silent and live auction. The week leading up to the auction includes intimate winemaker-hosted dinners pairing Portland’s finest chefs along with top domestic and international winemakers.

MEDIA CONTACT
Emily Kaplan Petterson
EKP Media
emily@ekpmedia.com
503-550-8161

WVWA
Willamette Valley Wineries Association
info@willamettewines.com
503-297-2962