

Media Contact:
Emily Petterson
emily@ekpmedia.com
503-550-8161



WILLAMETTE VALLEY WINE

Willamette Valley Wineries Association

The Willamette Valley Wineries Association (WVWA) is a non-profit association dedicated to achieving recognition for Oregon's acclaimed Willamette Valley as a premier Pinot noir producing region.

The WVWA began in 1986 as the Yamhill County Wineries Association with 11 member wineries. Its first officers were early wine country pioneers, Dick Erath, Bill Blosser, and David Lett. Eight of the original wineries are still members.

In 2004, the Association expanded its borders to include the entire Willamette Valley and changed its name to accurately represent its membership. The Willamette Valley is the oldest AVA in the state, having achieved that designation in 1983. Currently the WVWA has 220 members representing wineries and tasting rooms throughout the Willamette Valley region from Portland to Eugene.

Wine Country Thanksgiving and Memorial Weekend in Wine Country, sponsored by the WVWA, are the two oldest and largest wine touring events in Oregon. Willamette: The Pinot Noir Barrel Auction is the region's largest annual trade-only auction event, beginning in 2016. The WVWA also publishes a winery guide and touring map. The Association is recognized as the most comprehensive resource for the wine country traveler.

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