



## WILLAMETTE VALLEY WINE

CONTACT | *Emily Petterson*

EMAIL | *emily@ekpmedia.com*

PHONE | 503.550.8161

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### FOR IMMEDIATE RELEASE

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## WINE COUNTRY THANKSGIVING: PAIRING WINE AND KINDNESS

*-Rooted in 36 Years of Festive Tradition-*

**Portland, Ore. (October 11, 2018)** -- [Wine Country Thanksgiving](#), the Willamette Valley's foremost celebration of regional wines and the holiday season, turns 36 this November. More than 130 wineries and tasting rooms usher guests in for special tastings and activities commemorating the end of another successful wine harvest. The holiday weekend takes place November 23–25 and is sponsored by the Willamette Valley Wineries Association (WVWA).

The sprawling [list of associated events](#) is as colorful as the Willamette Valley wine scene itself. It's wine country's official toast to the festive holiday stretch, and there's something for everyone to enjoy. Here are a few reasons to take part in this long-lasting Willamette Valley ritual:

- Over 40 participating labels are involved in the [Willamette Cares Food Share](#) program, a partnership between the Oregon Food Banks and the WVWA. Donations are accepted at many tasting rooms throughout the region from November 1 through the end of the year, helping to curtail regional hunger.
- **Drink in the Valley from within the metro area** at labels like Helioterra Wines, Tumwater Vineyard, Hawks View and Ruby Vineyard & Winery. With family likely in town and busy itineraries in the picture, a nearby wine outpost or two with genuine Willamette Valley credentials can dazzle much the same way a trip to wine country can.
- Pioneering outfits like Erath, David Hill, Ponzi Vineyards and Sokol Blosser share an eventful and wine-minded weekend with newest Willamette Valley cast members like Failla Wines in Salem, Franny Beck Wines of Amity or Furioso Vineyards in Dundee. The **outstanding blend of old and new** reveals the deep-rooted winegrowing tradition of the Valley, anchored by multi-generation experience and fresh talent alike.

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*(continued)*

- **Try something new**, like Apolloni Vineyards' festive Vino Novello, a jubilant young Italian wine much akin to Beaojolais Nouveau. Head to De Ponte Cellars to sample Melon de Bourgogne in the Dundee Hills or sample wines alongside an array of olive oils at Plum Hill Vineyards in Gaston.
- **Chat up a winemaker or proprietor** deeply immersed in the vinification process at stops like Bella Vida, Nicolas-Jay and Broadley Vineyards. Such intimate gatherings offer detailed portraits of recent vintages and highly personalized winemaking philosophies.

Despite tremendous industry growth over the years, Wine Country Thanksgiving remains a memorable glimpse into the Valley's world-renowned wines and familial take on hospitality. "It's amazing to stop and consider the roots of this now-iconic holiday weekend in wine country," said Morgen McLaughlin, Executive Director of the WVWA. "What started as a small family of hosts in 1982 has evolved into a colossal celebration of wine culture and spirited giving—all without losing that classic, inviting and intimate Willamette Valley touch."

#### ***About the Willamette Valley Wineries Association***

The WVWA is a nonprofit industry association dedicated to achieving recognition for Oregon's acclaimed Willamette Valley as a premium Pinot noir-producing region. The WVWA has more than 230 members representing wineries, tasting rooms, and vineyards throughout the Willamette Valley. Memorial Weekend in the Wine Country and Wine Country Thanksgiving are the two oldest WVWA-sponsored touring events in Oregon. The organization also hosts Willamette: the Pinot Noir Auction, an annual, trade-only wine auction in May. Visit [www.willamettewines.com](http://www.willamettewines.com) for more info.

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