



WILLAMETTE VALLEY WINE

CONTACT | *Emily Petterson*

EMAIL | *emily@ekpmedia.com*

PHONE | 503.550.8161

WHAT'S NEW IN THE WILLAMETTE VALLEY

FALL/THANKSGIVING 2018

New Openings and Story Ideas in Oregon's Willamette Valley Wine Region

New Openings/Expansions

ALTER EGO CIDER

Alter Ego is the brainchild of winemakers Anne Hubatch, Nate Wall and Kris Wall. The trio operates out of Urban Crush in industrial southeast Portland, producing ciders with the complexity and detail usually associated with wine. Alter Ego's current lineup includes traditional ciders, fruit-infused versions and seasonal offerings such as Blackberry Plum and Ginger Lemon. Hubatch commands wine-making duties at [Helioterra](#) while Nate Wall is assistant winemaker at [Day Wines](#).

OPEN CLAIM VINEYARDS

Named after a land offering via the Donation Land Claim Act of 1850, Open Claim Vineyards is a family-run site many years in the making. Owners Brett and Marnie Wall have nurtured the once-wild plot into a 21-acre vineyard with nine diverse soil types and a mix of Pinot noir and Chardonnay. Tony Rynders, who most famously made wine for [Domaine Serene](#) and is now at [Tendril Wines](#), is Open Claim's winemaker and focuses on micro-lots of highly expressive wines. Set in the forthcoming Mt. Pisgah AVA of the Willamette Valley, this vineyard is an expressive and exciting addition to the Dallas and Rickreall area. There are plans for a tasting room as soon as late 2019.

DAFFODIL VINEYARD

[R. Stuart & Co. Winery](#) has taken on its first estate vineyard in Daffodil Vineyard, a 21-acre site in the Eola-Amity Hills. Planted in 1997 by founders Judy Phipps and Phil Mickelson, the vineyard features Pinot noir rooted in Jory soil at an elevation range of 350 to 500 feet. Winemaker Rob Stuart has a



WILLAMETTE
VALLEY WINE

CONTACT | *Emily Petterson*

EMAIL | *emily@ekpmedia.com*

PHONE | 503.550.8161

New Openings Continued

fifteen-year history with the vineyard, drawn to its consistent quality. He and partner Maria Stuart have long said they would jump on any chance to purchase Daffodil Vineyard and that opportunity came their way last summer. R. Stuart will continue to showcase the site, a vineyard beloved for its intense black cherry and herbal notes, through his line of Pinot noir wines.

J.K. CARRIERE VIDEO: JIM GUARDS GRAPES

Acclaimed Willamette Valley winery [J.K. Carriere](#) is never short on amusing ways to portray its trade. With its latest video release, winemaker Jim Prosser goes on the offensive in his estate vineyard, patrolling his rows for unwanted—and unexpected—grape thieves. The video captures J.K. Carriere's rogue spirit, and the same can be said for the Chehalem Mountains estate's outspoken and much-adored wines.

DUCK POND SOLD

Dundee Hills winery Duck Pond was sold last September to the [Great Oregon Wine Company](#). The sale includes 300 acres' worth of planted vineyards as well as the winery and tasting room, established in 1993. It is reported that staff will stay intact, including vintner Trevor Chlanda. Duck Pond gained a reputation for creating a broad range of wines made from fruit sourced all over the northwest. The acquisition adds to Great Oregon Wine Company's growing list of labels, including Rascal, Lil' Rascal and Rose City.

RECIPE REOPENS

After a fire sidelined the Willamette Valley wine country restaurant for over two years, Recipe is back. Led by chef and owner Paul Bachand, the Newberg restaurant is known for its seasonal fare, outstanding wine list and elegant Victorian home setting. The restaurant created a smaller, satellite location called Recipe Part Deux, also in Newberg, during the extensive repair phase. The original spot features a remodeled kitchen as well a more expansive second-floor dining room.



WILLAMETTE
VALLEY WINE

CONTACT | *Emily Petterson*

EMAIL | *emily@ekpmedia.com*

PHONE | 503.550.8161

New Openings Continued

ST. INNOCENT

Winemaker Mark Vlossak was creating sparkling wines and single-vineyard Pinot noirs long before they became the norm in the Willamette Valley. Thirty years after founding St. Innocent winery outside of Salem, Vlossak and company have moved to a new site. The new tasting room and vineyard are set on an old poplar farm south of Willamette Valley Vineyards. Construction on a new production facility is underway, set to wrap up sometime this winter. Also of note are estate vineyard plantings and several rows of apple trees, which Vlossak will turn into apple brandy once they've matured.

BENEDICTINE BEER

The Benedictine Brewery just opened its long-awaited tasting room. Set in the heart of the Willamette Valley, the Belgian beer-focused facility is part of Oregon's historic Mount Angel Abbey. It is one of just three breweries in the nation owned and operated by monks. Here, the traditional recipes and age-old approach of a true monastic brewery will be on full public display, anchored by a welcoming, family-friendly taproom. The mid-Valley setting is conveniently located near scores of vineyards and tasting rooms and celebrated sub-appellations such as the Eola-Amity Hills AVA.



WILLAMETTE
VALLEY WINE

CONTACT | *Emily Petterson*

EMAIL | *emily@ekpmedia.com*

PHONE | 503.550.8161

STORY IDEAS

WILLAMETTE VALLEY WINES SHOW STRONGLY IN WINE & SPIRITS TOP 100

Willamette Valley wines made an impressive showing in this year's Wine & Spirits Top 100 issue, with [Cristom](#), [Evening Land](#), [King Estate](#), [Walter Scott](#), [Rose & Arrow](#), [Lingua Franca](#), and [Bergström Wines](#) among the top producers mentioned. Out of this year's 100 top wineries, 35 are in the United States, and of these eight (23%) are from Oregon, up from five of 100 in 2016. [Minimus](#) nabbed a top mention for Wineries to Watch, and producers receiving Best of Variety nods for individual wines included King Estate, [Chapter 24](#), Evening Land, and [Brooks](#).

USA TODAY ACCLAIM

Willamette Valley wine country fared extremely well at *USA Today's* most recent Readers' Choice Awards. Iconic Dundee Hills label [Stoller Family Estate](#) was awarded "No. 1 Tasting Room" in the nation, while [Van Duzer Vineyards](#) took the eighth spot on the list. Wine country's newest luxury hotel, the [Atticus Hotel](#), was named "No. 1 Wine Country Hotel" in the country. The list is generated by a panel of experts including *USA Today* editors and contributors and is the result of four weeks of popular voting.

MONROE MAKEOVER

There's ample activity along the charming streets of Monroe. The quaint wine country town recently formed a beautification committee that will look to highlight the Monroe's tourist draws while preserving its agriculturally focused charm. A new brewery is in the works, along with a boutique hotel and farmer's market. Nearby [Broadley Vineyards](#) is paying homage to the updates, having created a new label called "Starr Point." Named after the original settlement (later named Monroe) and conceived in celebration of the area's steamboat traffic over a century ago, the label will be available to the public with newly released wines this November.

POP-UP TASTING ROOMS

Traditional tasting room scenarios are giving way to intimate, immersive wine experiences. Part of that Willamette Valley trend includes pop-up tasting rooms, where labels take over other spaces to

| *page 4 of 7* |



WILLAMETTE
VALLEY WINE

CONTACT | *Emily Petterson*

EMAIL | *emily@ekpmedia.com*

PHONE | 503.550.8161

Story Ideas Continued

showcase their work. [Nicolas-Jay](#) and [Antica Terra](#) are two examples, the former operating out of a historic Dundee house and the latter pouring from the backroom at the [Barley and Vine Tavern](#) in Newberg during harvest. The approach pairs comfortable settings with uncrowded, often exploratory tastings that really dive into the label's philosophy and backstory.

NEW WAVE

The second generation of Willamette Valley winemakers is bringing a vibrant sense of experimentation to the table. Vineyards like [Bjornson](#) and [Johan](#) are adding unexpected varieties to their estates, from Blaufränkisch and Grüner Veltliner to Mondeuse and St. Laurent. This type of creativity and invention is precisely what keeps the region ahead of the winemaking curve and a model industry leader.

GAMAY FOR THE HOLIDAYS

A rising Willamette Valley variety, Gamay noir has Thanksgiving written all over it. The wine's signature red fruit characteristics and bright, food-friendly personality make it an ideal table mate for turkey and cranberry sauce. Put on the world winemaking map most famously by the Beaujolais region of France, Gamay noir is thriving in the Valley and represents an exciting addition to more traditional outputs like Pinot noir, Pinot gris and Chardonnay. The newest wave of regional winemakers is fully embracing Gamay's immense approachability and pronounced cherry and cranberry flavors.

THE IMPORTANCE OF PLACE

With out-of-state labels looking to capitalize on loopholes existing within the current labeling system, Willamette Valley producers are speaking out. Local labels are looking to tighten labeling guidelines, reserving important titles like "Willamette Valley" for wines made entirely from fruit grown within that appellation. The push looks to protect consumers by providing them with exactly what's listed on the label and comes at an interesting time—an intersection of incredible industry growth and the Valley's famously small-production, family-run approach. [Learn more.](#)

| *page 5 of 7* |



WILLAMETTE
VALLEY WINE

CONTACT | [Emily Petterson](#)

EMAIL | emily@ekpmedia.com

PHONE | 503.550.8161

EVENTS

CHEHALEM MOUNTAINS WINE AND ART LOOP

Through November 2018

Winery owners tend to be colorful personalities with an array of talents. This ongoing event celebrates their artistic sides, with original owner artwork appearing at a select group of Chehalem Mountains locations. Take in eclectic artwork, ranging from painting and ceramics to woodwork and glass art, while savoring estate wines. The five participating wineries include [Beckham Estate](#), [The Potter's Vineyard](#), [Rain Dance Vineyards](#), [ROCO Winery](#) and [Tresori Vineyard](#).

DOBBES FAMILY ESTATE: WORLD OF WINE

Ongoing (fourth Tuesday of every month)

[Dobbes Estate](#) hosts a fun and educational series devoted to the joys of wine tasting. Complete with cheese and charcuterie and set in a small group setting, the World of Wine presentation looks to inform and enlighten in a lighthearted and welcoming fashion. Rarer wines are often highlighted, along with small plate offerings put together by local chefs to enhance the family of wines.

FAIRSING FULL CIRCLE CULINARY SERIES

October 26, 2018

Take in the many joys of food and wine through a classic, winemaker-style dinner at Yamhill's [Fairsing Vineyard](#). The monthly series works with a new culinary theme each time, engineering a multi-course meal and pairings accordingly. The next installment, taking place October 26th, focuses on flavors of the American Southwest. The five-course meal will be prepared by Fairsing Vineyard executive chef Rebecca Clarke and served alongside estate wines.

HALLOWEEN HISTORIC WALKING TOUR AT LEFT COAST ESTATE

October 31, 2018

Amble around the scenic grounds of [Left Coast Cellars](#) on an eerie guided tour of an abandoned farm on the estate. The farm house dates back to 1890 and is currently occupied by barn owls. A foggy, mid-autumn vineyard visit is the perfect way to launch your Halloween festivities. Complimentary tastings will be awarded to those who show up in costume, and candy will be served.

| [page 6 of 7](#) |



WILLAMETTE
VALLEY WINE

CONTACT | [Emily Petterson](#)

EMAIL | emily@ekpmedia.com

PHONE | 503.550.8161

Events Continued

PARRETT MOUNTAIN PAULÉE PARTY

November 3, 2018

A handful of northern Willamette Valley producers team up to celebrate the end of harvest. [Beckham Estate](#) and [Crowley Wines](#) join farmhouse brewery [Wolves and People](#) to ring in the end of a vintage at [J.K. Carriere's](#) beautiful Parrett Mountain estate. [Spatzle & Speck](#) will be on hand roasting whole pigs while winery staff will be eager to share tales from the just-wrapped wine harvest. The Paulée name is borrowed from Burgundy, where large and festive lunches commemorate the end of another vintage.

¡SALUD!

November 9-10, 2018

¡Salud! was created by a group of Willamette Valley winery owners and Tuality Healthcare physicians to address the basic healthcare hurdles faced by vineyard workers. The healthcare system is confusing and laborers are often overwhelmed by the process. ¡Salud's! mission is to educate and set workers up with essential services. Since 1991, the program has been fully funded from proceeds raised by the ¡Salud! Oregon Pinot Noir Auction and other private donations. The annual gathering has become synonymous with the Willamette Valley and the wine community's shared commitment to health and sustainability.

WINE COUNTRY THANKSGIVING

November 23-25, 2018

Celebrating 36 years, Wine Country Thanksgiving is the Willamette Valley's storied and eventful toast to the holiday season. More than 130 participating wineries and tasting rooms welcome guests to special tastings, unique food pairings, live music and much, much more. Matching the giving spirit of the weekend, many participants are involved in the [Willamette Cares Food Share](#), a means of getting donated food into the hands of those who need it most.

| [page 7 of 7](#) |