

**Oregon Wine Industry – Enhanced Labeling & Content Legislation**  
**Submitted by the Willamette Valley Wineries Association**  
**Synopsis of Senate Bills SB 829, SB 830, and SB 831**

*Updated 3/14/19*

**Conjunctive Labeling (SB 829) – Key Requirement**

If the appellation of origin on a wine label is an AVA that is within the boundaries of a larger AVA, the wine label must also identify the larger AVA.

Applicable to wines labeled after 1/1/2023.

The OLCC may make a wine-labeling requirement that is subject to some or all AVAs.

**Exclusive Grape Sourcing (SB 831)- Key Requirement**

If a wine label uses an AVA as an appellation of origin, or implies that the wine is from a particular AVA, the wine must be produced entirely from grapes grown within that AVA. Applicable to wines labeled after 1/1/2030 (*Note change from 1/1/2023*).

*The OLCC, by rule, may allow a variance to the requirement through 1/1/2035 for demonstrated agreements existing prior to 12/31/2018.*

**Grape Variety Content (SB 830) – Key Requirements**

**January 1, 2023:** “95%-5%” content becomes effective for most wines

**Key Content Requirements:** If a wine label bears the name of an AVA and uses a single grape variety as the type designation, excluding “exempt” grape varieties:

- (a) At least 95% of the wine must be derived from that grape variety, and
- (b) The percentage and name of each grape variety used must be listed on the label.

**Exception from the Key Content Requirements:**

The OLCC, by rule, may classify a grape variety as an “exempt grape variety” (e.g. the eighteen “warm climate” varieties). A wine that uses an exempt grape variety is not subject to the Key Content Requirements. However, at least 75% of the wine must be derived from the exempt variety of grape.

**January 1, 2030:** “Exclusive” content becomes effective for many wines

**Key Content Requirements:** If a wine label bears the name of an AVA and uses a single grape variety as the type designation, excluding “exempt grape varieties” and “non-exclusive grape varieties,” the wine must be produced entirely from the grape variety used as the type designation.

**Exceptions from the Key Content Requirements:**

In addition to the “exempt grape varieties” exception noted above:

The OLCC, by rule, may, classify a grape variety as a “non-exclusive variety.” A wine that uses a non-exclusive variety of grape as a type designation is not subject to the General Content Requirements. However, at least 95% of the wine must be derived from the non-exclusive variety of grape.

**Pinot noir Type Designation**

An AVA wine that uses Pinot noir as the type designation is subject to the Key Content Requirements.

### **General Requirements of SB 829, SB 830 and SB 831**

- The OLCC, by rule, may identify additional AVAs that are subject to the Key Requirements of the three Bills. The Commission shall solicit and consider recommendations by Oregon winemaking industry associations associated with an AVA before determining whether the area should be subject to the requirements.

*Note: This is now ad AVA "opt-in" provision.*

- The OLCC, by rule, may allow for a variance or temporary exemption to the requirements to allow use up of existing label stock.
- The OLCC may not impose a penalty under SB 830 if the violation results from the presence of rogue vines in a vineyard and less than one percent of the wine is derived from a variety other than the single grape variety stated.
- The OLCC shall adopt rules regarding a penalty schedule for violations.
- The OLCC shall appoint an advisory committee to assist the commission in developing rules to carry out the key provisions of the Bills. The members of the committee shall be persons having expertise in the production and labeling of Oregon wines. The commission shall appoint advisory committee members from various wine growing areas in proportion to the relative acreage of those areas used for wine grape production. The advisory committee shall develop recommendations on the following:
  - The names of additional AVAs that should be subject to the labeling requirements. The advisory committee shall solicit and consider recommendations by Oregon winemaking industry associations associated with an AVA before it may recommend that an area be subject to the requirements.
  - Standards for a winery to request, and the commission to approve, variances and the use up of existing stock of labels.
  - A penalty schedule for violations of the Key Requirements.
  - Regarding SB 830 – the advisory committee shall develop recommendations on:
    - Which grape varieties should be classified as exempt varieties;
    - Which grape varieties should be classified as nonexclusive varieties; and*Note: The wine content standard for an AVA wine labeled with a non-exempt grape variety is the existing 90%.*
- The OLCC shall report back to an interim committee of the Legislative Assembly no later than 9/15/2020 regarding the recommendations made by the advisory committee and the status of commission rule adoption proceedings of these 2019 Acts.
- The statutes will be effective 91 days after the 2019 Legislative Assembly adjourns.