

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

*Updated 4/25/19 – Italicized provisions are revisions since 3/14/19*

**Conjunctive Labeling (SB 829A) – 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 831A)- 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 12/31/2034 for demonstrated agreements existing prior to 12/31/2018.*

**Grape Variety Content (SB 830A) – 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 name of each grape variety used must be listed on the label.

**Exception from the Key Content Requirements:**

The OLCC may classify a grape variety as an “exempt” grape variety. 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. *The commission shall at a minimum classify the eighteen “warm climate” varieties as “exempt.”*

**January 1, 2030:** “Exclusive” 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 and “non-exclusive” grape varieties, the wine must be produced entirely from the grape variety used as the type designation.

**Additional Exception from the Key Content Requirements:**

The OLCC 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” grape variety and the name of each grape variety must be listed on the label.

**Specific Variety Type Designations**

The commission may not classify Pinot noir as an “exempt” or a “non-exclusive” grape variety. *The commission shall classify Pinot gris as a “non-exclusive” grape variety.*

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

- The **Key Requirements** are applicable to the Willamette Valley AVA. *The OLCC may identify additional AVAs that are subject to the Key Requirements of the three Bills (this is an “opt –in” provision).* 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.
- *A wine label that bears all or part of the name of an American viticultural area as a brand name is not subject to the **Key Requirements** of SB 830A and SB 831A if the brand name has been in existence since December 31, 1990.*
- *Exempt AVAs and wine brand names are subject to the current grape variety content requirement of at least 90%, except for the 18 warm climate grape variety content requirement of at least 75% (see ORS 845-010-0915).*
- The OLCC may allow for a variance or exemption to the requirements to allow a winemaker to make use of an existing stock of labels.
- The OLCC may not assess a penalty under SB 830A 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 of an existing stock of labels.
  - A penalty schedule for violations of the Key Requirements.
  - Regarding SB 830A – the advisory committee shall develop recommendations on:
    - Which grape varieties should be classified as exempt varieties, and
    - Which grape varieties should be classified as nonexclusive varieties.
- 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.