



WILLAMETTE
VALLEY WINE

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FOR IMMEDIATE RELEASE

MEMORIAL WEEKEND IN THE WINE COUNTRY TURNS 35

-Willamette Valley Wineries Welcome Summer with this Perennially Popular Event-

Portland, Ore. - May 13, 2019 - Oregon's Willamette Valley always has a lot to celebrate come Memorial Weekend, but this year is extra special. Willamette Valley Wineries Association (WVWA) members will open their winery and tasting room doors to honor summer's long-awaited arrival as well as commemorate the 35th anniversary of Memorial Day Weekend in the Wine Country. This ever-popular event takes place May 25th through 27th, with more than 130 wineries greeting the coming summer season with three extraordinary days of special tastings, new releases, live entertainment, food pairings and more.

The weekend captures the breadth of the booming Oregon wine industry, showcasing producers of all sizes, styles and stunning locations. Each participating winery offers its own unique take on the festive weekend, hosting everything from barrel tastings and food carts to vineyard tours and just-released rosés.

"The long holiday weekend in the Willamette Valley sums up this exciting time of year and gives summer a proper welcome," says Morgen McLaughlin, Executive Director of the WVWA. "And because it's Oregon, the weekend still manages to pair tasters directly with producers, allowing for great entertainment and tremendous insights on the newest releases of wines."

The range of activities is as long and diverse as the resident wines. Tour the working ceramics studio of amphorae winemaker Andrew Beckham at Beckham Estate Vineyard in Sherwood or take in the



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southern valley's newest outfit, Civic Winery Tasting Room, located in Eugene. Discover a new favorite cheese pairing, learn how vintage affects flavor via a vertical tasting or sample futures poured by the winemaker themselves.

Some wineries, like Soter Vineyards in Carlton, allow a rare glimpse and taste of their estate without having to set up an appointment. Others, like Division Winemaking Company in Portland, will feature a tasting from each of their urban winemakers who share their space. Many small producers joining the holiday weekend festivities are only open to the public a few times a year, giving visitors a rare chance to discover wines made in very small quantities. The region's signature hospitality and welcoming spirit will be on full display throughout the Willamette Valley.

Stretching for about 100 miles from Portland to Eugene, the Willamette Valley is largely considered one of the world's most exciting wine locales and a New World leader in outstanding Pinot noir. First planted in 1965, the Valley is home to seven nested appellations, each differing in terms of climate, geography, grape varieties and wine styles. The region is increasingly beloved for its Chardonnay, Gamay noir and many other wines in addition to its renowned Pinot.

Many wineries will be offering special discounts or complimentary tastings to military members and veterans as a nod to the holiday. Memorial Day Weekend in the Wine Country will also see the debut of the WVWA's first custom wool blanket, inspired by the colors of the region and for sale in many participating wineries and tasting rooms.

Memorial Weekend in the Wine Country takes place May 25th–27th at various venues throughout the Valley, with hours mostly ranging from 11am to 5pm daily. The weekend caps off Oregon Wine Month, a statewide promotional stretch honoring the state's rich wine culture. For details on events, hours, locations and more, visit www.willamettewines.com.

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About the WVWA

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 for more info.

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