



Soil. Vines. Grapes. Hands. Time. Wine.  
*Discover Oregon Wine Country*



Oregon is a diverse and bountiful land, with its rugged coastline; snow-covered peaks; deep river canyons; endless stretches of green valleys and hillsides; and high-desert prairies and volcanic rock formations. The state's rich geological legacy and varied landscape showcases a wine country where cool climate and warm climate varieties thrive.

It's a place where both pioneers and a new generation of winegrowers and winemakers nurture vines and make handcrafted, exquisite wines with care and without pretense – a place where visitors are always welcome and the winemaker is never far away.

Your Oregon wine discovery begins here.

# Behind Every Bottle, a Place and a Face

From the earth to the bottle, there is an attentive grower and winemaker working to perfect his or her craft at every stage. Oregon's wine producers are small in scale; they know every row in the vineyard and share their deep connection to this place with those they meet. It's not uncommon to find them pouring for visitors in the tasting room, or suggesting a vineyard walk or barrel tasting.

Most Oregon wineries are family-owned, with multiple generations working side by side among the vines, at the winery and in the tasting room. From the winemaking pioneers of the '60s and '70s to the rising stars of today, the industry works as a tightly woven community to make world-class wines that can only come from the soils here in Oregon. From the moment you arrive, it's clear: This is a family affair and a way of life.

Come explore for yourself.

IN THE US, OREGON RANKS THIRD IN THE NUMBER OF WINERIES AND FOURTH IN WINE PRODUCTION. MOST CHOOSE TO KEEP THEIR PRODUCTION SMALL TO PRESERVE QUALITY; OREGON'S PRODUCERS AVERAGE ONLY 5,000 CASES A YEAR.



*Oregon vineyards are nestled among hazelnut orchards and berry farms, and edged by forests dense with fir trees. The state's winemakers believe that great wines start in the vineyard.*



*Family and accessibility are trademarks of the Oregon wine industry. Parents share the craft with their children, and winemakers share their passion with visitors.*



*Sustainable farming includes the use of cover crops between the vineyard rows. More than just scenery, these plants return nutrients to the soil, encourage beneficial insects and control erosion on hillside vineyards during the rainy season.*

*Wood planks lying across open tanks allow winemakers to gently “punch down” grape skins into the juice during winemaking. This technique illustrates the winemaker’s intent for minimal intervention.*



*Hand harvesting involves the careful pruning of clusters from the vine at the exact moment they achieve optimum ripeness. Clusters are also hand sorted at the wineries, so only the best grapes go into the press.*

## Growing Green is Just Our Nature

**S**taying small means that growers and winemakers nurture each and every vine, cluster and barrel into wines worthy of the Oregon stamp. Aligning tradition with innovation, Oregon’s winemakers approach their craft as true artisans. From hand pruning and picking to bottling the finished product, the winemaking process is a delicate blend of art and science.

wine grape growers are stewards of the land – passionate about earth-friendly farming practices that will enable future generations to reap the rewards of this bountiful land. Much of Oregon’s vineyard acreage is certified sustainable, organic or Biodynamic®; and many other growers simply choose to farm “the natural way.”

stop by a tasting room and you just might find yourself in the barrel cellar or taking a walk through rows of vines covered with wildflowers and buzzing with insects. Celebrate the individuality and experience firsthand the balance and purity a sustainable vineyard offers.

Come see for yourself.



A SIGNIFICANT NUMBER OF OREGON VINEYARDS ARE CERTIFIED SUSTAINABLE, ORGANIC OR BIODYNAMIC®. LOOK FOR LIVE (LOW INPUT VITICULTURE & ENOLOGY), OREGON TILTH, SALMON-SAFE, AND DEMETER ON THE LABELS OF OREGON WINES.

# So Close, You Can Almost Taste It

**O**regon wine country is accessible and easy to navigate. You'll find new and pristine territory waiting to be explored. The diversity of wineries, wine styles and landscapes throughout the state makes each visit an opportunity for new discoveries.

Aside from distinctly artisan wines and intimate tasting rooms, Oregon's wine regions offer wonderful restaurants serving fresh, sustainable and wine-friendly cuisine, as well as charming inns and B&Bs. Outdoor adventures are also nearby. Explore tide pools on the rugged coastline; ski down majestic mountains; golf at one of many world-class courses; hike in lush forests; or windsurf the Columbia River Gorge.

Oregon's bounty also beckons. Fresh cheese, local hazelnuts and plump marionberries from the farm stand up the road are ideal complements to Oregon wines. Find the perfect spot to savor a picnic – surrounded by the promise of the next harvest – and ponder tomorrow's options. Whether your visit lasts a day or a week, a trip to Oregon wine country is something to be savored.

Come taste it for yourself.

YOU'LL FIND A WINE REGION WITHIN AN HOUR OF THE STATE'S MAJOR AIRPORTS. SAVOR WINE ALL DAY, OR COMBINE YOUR TRIP WITH A HIKE, SKIING, GOLF OR CULINARY ADVENTURE.



*Relax and take in the view of the vineyard as cool breezes drift into the valleys at sunset. Oregon wine country is at your doorstep.*



*Exploring the vineyards and wineries in each wine region provides new insights into the land and the people who make each trip a unique experience.*



## Visit Wine Regions in Oregon

The best way to experience Oregon wine is to visit the source. Each region features wineries within an hour of an airport. Come for the day or stay for a long weekend. Whichever you choose, wine country trips are easy to plan and combine with Oregon's other great destinations and attractions. Learn more about each region below and start planning your discovery route.

### WILLAMETTE VALLEY

Oregon's greatest concentration of vineyards and wineries are in this region, which extends from Portland to the north to Eugene to the south. This is a cool climate growing region best known for Pinot noir, Pinot gris, Chardonnay and Pinot blanc – but also for bountiful agricultural products like hazelnuts and berries. You can find tasting rooms nestled in the hills among vineyards, or wine bars in the small towns throughout. Quaint inns and memorable restaurants are scattered through idyllic farmland. It's the perfect backdrop for a culinary and wine adventure.

### SOUTHERN OREGON

From the Umpqua Valley south through the Rogue and Applegate Valleys, the rugged terrain and varied microclimates produce both warmer climate varieties like Cabernet Sauvignon, Syrah, Merlot and Tempranillo and small parcels of cool climate varieties like Pinot noir. Here, start your day with wine tasting, and then enjoy a play at the Oregon Shakespeare Festival, a concert at the Britt Festival, a raft trip on the Rogue river, or a day trip to Crater Lake.

### EASTERN OREGON

Traveling east through the Columbia River Gorge, the Cascade Mountains and its famous peak, Mt. Hood, give way to desert lands and canyons. Here, warm climate varieties like Syrah, Merlot and Cabernet Sauvignon are grown along with Pinot noir, Chardonnay and Riesling. The Columbia Gorge, Columbia Valley and Walla Walla Valley regions reside both in Oregon and Washington, and the Snake River Valley resides in Oregon and Idaho.

### CENTRAL OREGON

This high desert area welcomes those seeking adventure and relaxation. Skiing, golfing, fly-fishing, rafting and rock climbing destinations co-exist with winery tasting rooms and burgeoning vineyards, where warmer climate varieties are showcased.

### OREGON COAST

Wineries, tasting rooms and wine shops dot the charming beach towns along the coast, where you can find nearly 400 miles of pristine beaches open to the public. The ocean air, fresh seafood and local wines are the highlights of this touring region.

AN AMERICAN VITICULTURAL AREA (AVA) IS A UNIQUE WINE GROWING REGION DEFINED BY GEOGRAPHICAL FEATURES. OREGON'S AVAs CAN BE FOUND IN WARM AND COOL CLIMATE AREAS, ALLOWING FOR MORE THAN 70 WINE GRAPE VARIETIES TO GROW AND FLOURISH.

## Regional Wine and Travel Resources

Learn more about Oregon wine country and the experiences that await. Research wineries, explore wine regions and download maps from the Oregon Wine Explorer at [explorer.oregonwine.org](http://explorer.oregonwine.org). Wine association and travel resources are listed below.

### WILLAMETTE VALLEY - AVA Regions 1-7 on Map

#### Winery Associations

WILLAMETTE VALLEY  
WINERIES ASSOCIATION  
503.646.2985  
[www.willamettewines.com](http://www.willamettewines.com)

WINERIES OF WASHINGTON COUNTY  
[www.gatewaytooregonwines.com](http://www.gatewaytooregonwines.com)

WINERIES OF LANE COUNTY  
[www.wineriesoflanecounty.com](http://www.wineriesoflanecounty.com)

BENTON COUNTY WINERIES ASSOCIATION  
[www.bentoncountywineries.com](http://www.bentoncountywineries.com)

CHEHALEM MOUNTAIN WINEGROWERS  
[www.chehalemmtains.org](http://www.chehalemmtains.org)  
[info@chehalemmtains.org](mailto:info@chehalemmtains.org)

EAST VALLEY WINERY TOUR  
[www.eastvalleywine.com](http://www.eastvalleywine.com)

DUNDEE HILLS WINEGROWERS  
ASSOCIATION  
503.864.2700  
[www.dundeehills.org](http://www.dundeehills.org)

#### Travel Resources

PORTLAND OREGON  
INFORMATION CENTER  
Pioneer Courthouse Square  
701 S.W. Sixth Ave. Suite 1  
Portland, OR 97204  
877.678.5263  
[www.travelportland.com](http://www.travelportland.com)  
[www.oregonwinecountry.org](http://www.oregonwinecountry.org)

WILLAMETTE VALLEY VISITORS ASSOCIATION 553  
NW Harrison Blvd.  
Corvallis, OR 97330  
866.548.5018

WASHINGTON COUNTY VISITORS  
ASSOCIATION  
11000 SW Stratus St. #170  
Beaverton, OR 97008  
800.537.3149  
[www.ComePlayYourWay.com](http://www.ComePlayYourWay.com)

CONVENTION AND VISITORS  
ASSOCIATION OF LANE COUNTY OREGON  
754 Olive St.  
Eugene, OR 97401  
800.547.5445  
[www.visitlanecounty.org](http://www.visitlanecounty.org)

CORVALLIS TOURISM  
553 NW Harrison Blvd.  
Corvallis, OR 97330  
800.334.8118  
[www.visitcorvallis.com](http://www.visitcorvallis.com)

SALEM CONVENTION & VISITORS  
ASSOCIATION  
1313 Mill St. SE  
Salem, OR 97301  
800.874.7012  
[www.travelsalem.com](http://www.travelsalem.com)

## SOUTHERN OREGON - AVA Regions 8-12 on Map

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### *Winery Associations*

UMPQUA VALLEY WINERIES  
ASSOCIATION  
541.673.5323  
[www.umpquavalleywineries.org](http://www.umpquavalleywineries.org)

SOUTHERN OREGON WINERY  
ASSOCIATION  
[www.sorwa.org](http://www.sorwa.org)

### *Travel Resources*

SOUTHERN OREGON WINE  
INFORMATION CENTER -  
ASHLAND WINDMILL INN & SUITES  
2525 Ashland St.  
Ashland, OR 97520  
800.547.4747  
[www.windmillinns.com](http://www.windmillinns.com)

SOUTHERN OREGON  
VISITORS ASSOCIATION  
1512 E. Main St.  
Ashland, OR 97520  
541.552.0520  
[www.southernoregon.org](http://www.southernoregon.org)

ROSEBURG VISITORS & CONVENTION  
BUREAU  
410 SE Spruce St.  
Roseburg, OR 97470  
800.444.9584  
[www.visitroseburg.com](http://www.visitroseburg.com)

## EASTERN OREGON - AVA Regions 13-16 on Map

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### *Winery Associations*

WALLA WALLA VALLEY WINE ALLIANCE  
509.526.3117  
[www.wallawallawine.com](http://www.wallawallawine.com)

COLUMBIA GORGE WINEGROWERS'  
ASSOCIATION  
866.413.WINE  
[www.columbiagorgewine.com](http://www.columbiagorgewine.com)

### *Travel Resources*

HOOD RIVER COUNTY  
CHAMBER OF COMMERCE & VISITOR CENTER  
405 Portway Ave.  
Hood River, OR 97031  
800.366.3530  
[www.hoodriver.org](http://www.hoodriver.org)

DALLES AREA CHAMBER OF COMMERCE  
404 W Second St.  
The Dalles, OR 97058  
800.255.3385  
[www.thedalleschamber.com](http://www.thedalleschamber.com)

MILTON-FREEWATER  
CHAMBER OF COMMERCE  
157 S Columbia  
Milton-Freewater, OR 97862  
541.938.5563  
[www.mfchamber.com](http://www.mfchamber.com)

## CENTRAL OREGON

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### *Travel Resources*

CENTRAL OREGON VISITORS ASSOCIATION  
661 SW Powerhouse Dr. Suite 1301  
Bend, OR 97702  
800.800.8334  
[www.visitcentraloregon.com](http://www.visitcentraloregon.com)

BEND VISITOR & CONVENTION BUREAU  
917 NW Harriman  
Bend, OR 97701  
877.245.8484  
[www.visitbend.com](http://www.visitbend.com)

## OREGON COAST

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### *Travel Resources*

OREGON COAST VISITORS ASSOCIATION  
137 NE First St.  
Newport, OR 97365  
888.628.2101  
[www.visittheoregoncoast.com](http://www.visittheoregoncoast.com)

## STATE RESOURCES

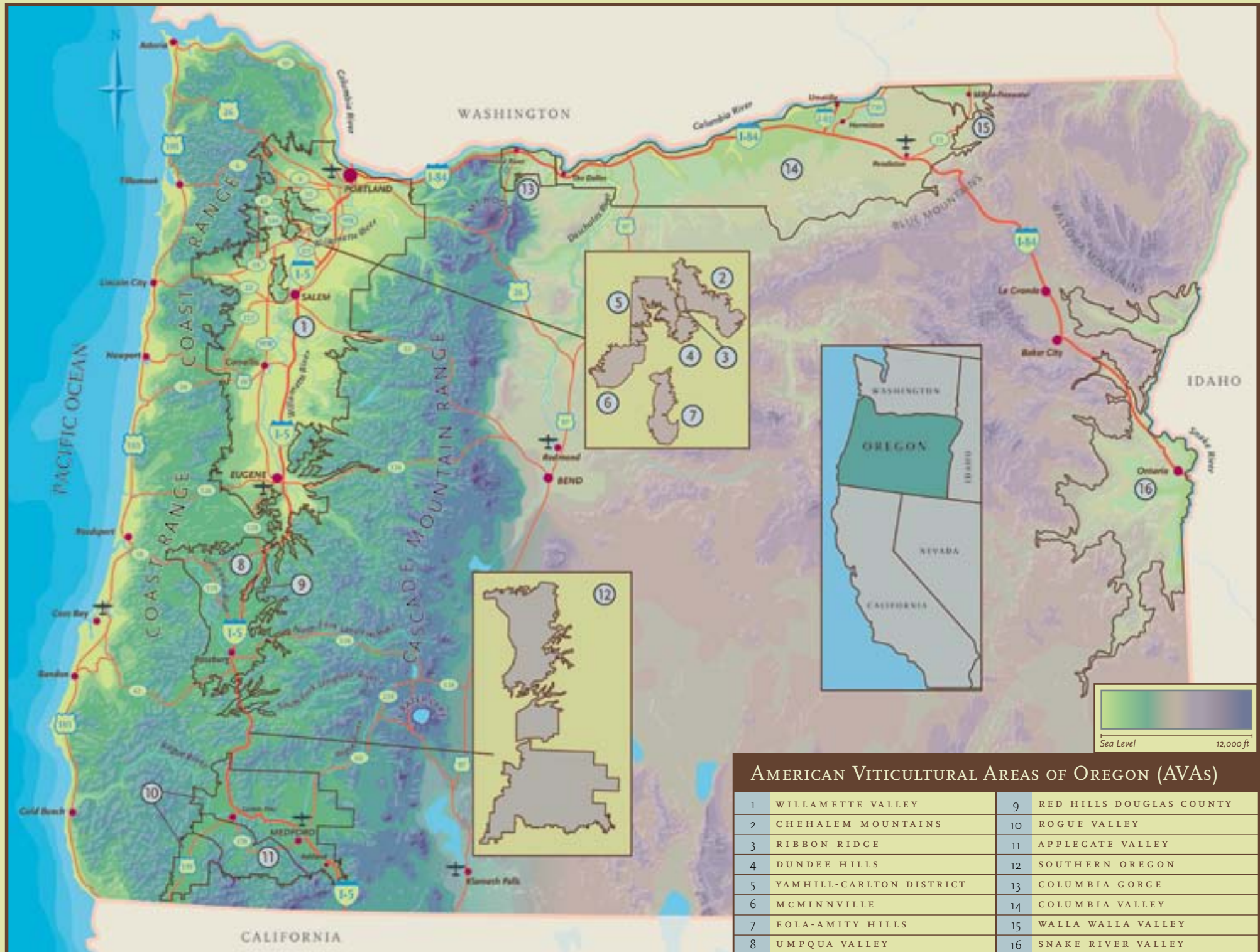
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Explore all of Oregon's treasures.  
Visit [www.traveloregon.com](http://www.traveloregon.com) for inspiration.

Eating and sleeping are important too!  
Visit [www.oregonwine.org](http://www.oregonwine.org) for lodging and dining links.

## Ship Your Wine Home

Did you visit a winery and fall in love with the wines? If you live in a state that accepts direct wine shipments, order in Oregon and receive your delivery at home. You can also take your wine back with you on the plane. Ask the tasting room manager for rules in your home state and also for guidance on shippers that will protect your wine during travel.



**AMERICAN VITICULTURAL AREAS OF OREGON (AVAs)**

|   |                          |    |                          |
|---|--------------------------|----|--------------------------|
| 1 | WILLAMETTE VALLEY        | 9  | RED HILLS DOUGLAS COUNTY |
| 2 | CHEHALEM MOUNTAINS       | 10 | ROGUE VALLEY             |
| 3 | RIBBON RIDGE             | 11 | APPLIGATE VALLEY         |
| 4 | DUNDEE HILLS             | 12 | SOUTHERN OREGON          |
| 5 | YAMHILL-CARLTON DISTRICT | 13 | COLUMBIA GORGE           |
| 6 | MCMINNVILLE              | 14 | COLUMBIA VALLEY          |
| 7 | EOLA-AMITY HILLS         | 15 | WALLA WALLA VALLEY       |
| 8 | UMPQUA VALLEY            | 16 | SNAKE RIVER VALLEY       |



OREGON WINE CENTER  
1200 NW NAITO PARKWAY  
SUITE 400  
PORTLAND, OREGON 97209  
503.228.8336  
OREGONWINE.ORG

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