



## ***News for September 21, 2016***

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## **LETTER FROM THE VP FINANCE AND ADMINISTRATION**

Dear friends,

The Oregon Wine Board had another busy and successful summer bringing in key trade from target markets throughout the world to experience Oregon first hand, which ultimately helps them better understand and promote Oregon wine sales. OWB hosted importers, sommeliers, media and educators who all have become, or are continuing to be, enthusiastic ambassadors of Oregon wine in their markets.

Through our collective efforts we continue to elevate Oregon's international profile. A recent Oregon wine industry survey indicates more than a third of respondents are currently selling wines outside the U.S.

Now it is time to look ahead to the outbound tasting events scheduled for the winter and spring of 2017. Please see below for more information about these tastings. As always if you have any questions, please do not hesitate to contact [me](#) or [Margaret Bray](#).

Cheers,

Marie Chambers

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## GENERAL UPDATES

### Oregon Pinot Camp International Nominations

The selection process for international 2017 OPC candidates is now underway and OWB is looking for qualified nominees. Please fill out the [nomination form](#), which includes criteria for participation that should help guide submissions. You can fill the form out as many times as you like, so please feel free to send multiple qualified nominees our way. OWB will take all candidates into consideration during the selection process.

### Call for International Success Stories

As always, OWB is in need of your international success stories. Showing the USDA that we are using our MAP funds intelligently and that our schedule is resulting in international sales representation for Oregon wineries is essential for us to continue to get funded at the same level every year. If you have participated in any OWB-sponsored international activities including inbound tours that have resulted in securing representation and sales abroad, please send the details to [Margaret Bray](#).

### Japanese Harvest Tour Recap

OWB hosted another successful Japanese Harvest Tour in August. Held annually, this group included importers, retailers, sommeliers and media from Japan that have proven to be large supporters of Oregon wine in the past year. During their time in Oregon, they connected with 15 wineries. This was a keen group of wine trade and all but one of the 10 had never visited Oregon before. The group returned to Japan motivated more than ever to support our industry in their markets.

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## UPCOMING INBOUND TOURS

### Canadian Inbound Tours

The first week of October will be a busy one as OWB will be hosting two groups from Canada concurrently. Buyers from the monopoly in Quebec (SAQ) initiated a visit to Oregon for the first time. This indicates their recognition of a growing demand for Oregon wines in Quebec. The short tour takes them to wineries between Eugene and Portland.

During the same time frame, OWB is hosting a group of 13 Canadian sommeliers from Alberta, British Columbia, Ontario and Quebec. This tour marks the first-ever collaboration between California, New York, Oregon and Washington State. They will be visiting all three west coast states and New York wines will be present during their time in California. While their stop in Oregon is only for one full day, it is a great opportunity to show this influential group all that Oregon has to offer. OWB is hopeful that this multi-state collaboration will

be a success and that it encourages USDA to renew grant funding for the tour again next year.

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## UPCOMING INTERNATIONAL EVENTS

### Mexico

#### Educational Events in Mexico

The OWB is happy to announce that it has received grants to hold educational seminars in Mexico. The Mexico events will take place in both Cabo San Lucas and Mexico City the second week in January. It will consist of educational tasting seminars focused on local trade and media. There will be no tasting component for either market, so in-person winery participation is not necessary. The OWB will, however, need to source wines for the events, so if you are interested in having your wines poured in Mexico, contact [Margaret Bray](#) for more information.

### Asia

#### Educational Events in China

The OWB is happy to announce that it has received grants to hold an educational seminar in Mainland China. The China seminar will take place in Shanghai on Mar. 3 and will focus on local trade and media. There will be no tasting component for this event, so in-person winery participation is not necessary. The OWB will, however, need to source wines for the event so if you are interested in having your wines poured in China, contact [Margaret Bray](#) for more information.

#### Asia Tour in February 2017

The Oregon Wine Board, in conjunction with the Washington State Wine Commission, will be hosting a trade tasting and educational seminars in Seoul, South Korea and Tokyo and Osaka, Japan in early February. Registration for these three tasting events is now open.

The group will be in Seoul on Feb. 6 and participation provides an opportunity to pour your wines for more than 200 trade representatives including those from hotels, restaurants and bars, retailers, distributors and media. This is a great opportunity to present your wines to a very exciting and growing market for Oregon wine. The cost to participate is \$200 and is limited so [register now](#).

On Feb. 8 the group will head to Tokyo followed by Osaka on Feb. 9. Both events will be made up of mostly Japanese importers that represent Oregon and Washington wines. However, if you are looking for representation in Japan, you are invited to attend. Booths are available for individual wineries looking for importers. In participating, you will not only meet and speak with potential importers and distributors, but also develop an understanding of the Japanese market for Oregon wine. The cost to participate is \$500 for

a half booth or \$735 for a full booth, which includes both the Tokyo and Osaka events. The deadline to register is **Oct. 31** and space is limited, so [register now](#) to ensure your participation.

If you already have representation in Japan you will need to work through your importer to arrange a presence at the importer's booth. Please do not register here but through the event organizer [Todd Stevens](#).

## Europe

### Go West and Northwest Wine Tour in March 2017

Registration is now open for the European Tour that will take place in March 2017.

The London tasting is set for Mar. 13 in partnership with the Washington State Wine Commission (WSWC). At the London event, there will be an area where trade can self-pour wines. This is a great opportunity to have your wines tasted by important trade in one of the most influential markets in the world. If you are considering venturing into the U.K. market, there has never been a better time than now as there are more U.K. importers working with Oregon wineries than ever and U.S. wines have never been in higher demand. [Registration](#) is open and the fee to participate is only \$100.

The Stockholm event is set for Mar. 15 as part of the Go West tasting event in partnership with the WSWC and the California Wine Institute. This model consistently attracts many key trade and influencers from the market.

The European Tour will finish with Prowein Dusseldorf, Mar. 19 - 21 and there are a few spots available if you are interested. The cost to participate is \$1,500 for Prowein and a principal winery representative is required at the event. If you are interested in participating please email [Margaret Bray](#) for more information.

You can register for all events at one time, or if you would like to participate in some events but not others you can select the “tasting-only” options for the specific events you would like to participate. Space is limited so register now to ensure your spot at the tastings of your choice. [Click here](#) for more information on pricing.



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