

A scenic landscape featuring a vast vineyard in the foreground with rows of green grapevines. In the middle ground, there are rolling hills, a wooden fence, and a few farm buildings. The background shows a range of mountains under a clear sky with a warm, golden light, suggesting sunrise or sunset.

**Oregon
welcomes
you.**

oregon
wine BOARD





Oregon.

Home to one of the most dynamic wine landscapes in the world.

1,500+
VINEYARDS

1,000+
WINERIES

500+
TASTING ROOMS



Oregon Wine comes from a place of rugged beauty and striking natural contrasts, from wild oceans to volcanic valleys, from high deserts to towering peaks.

Guided by nature and grounded in community, every bottle reflects the resilience, adventure, and imagination of this place. Across six distinct regions runs one shared truth:

Oregon Wine.
True to place.
True to character.



Oregon on top.



#1 Wine of 2024
(*Wine Enthusiast Magazine*)



#1 Wine Tasting Room of 2025
(*USA TODAY*)



Only Perfect *Decanter* Score
for 2023 Chardonnay (Bethel
Heights "The High Wire")



A sustainable state crafting sustainable wines.

Sustainability has long been part of Oregon's DNA, from protecting farmland from urban sprawl to preserving its entire coastline for public use. Oregon's winegrowers have long recognized that thriving ecosystems are essential to crafting wines that reflect the land they come from.

Now, Oregon is home to nearly 40% of the country's Biodynamic vineyard acres and over 250 LIVE certified sustainable vineyards.

For Oregon's wine community, sustainability is not a fad but a guiding principle, shaping how vineyards are farmed and how communities are cared for. Today, Oregon's wine industry stands as a model for how environmental stewardship and world-class winemaking grow side by side.

39%

Oregon's share of total U.S. Demeter Biodynamic certified vineyard acres

263

Number of LIVE certified sustainable vineyards in Oregon

32%

Oregon's share of global B-Corp wineries



\$8.2B

Economic impact of
the wine industry in
Oregon

75%

Share of Oregon wineries
making fewer than 5,000
cases annually

2%

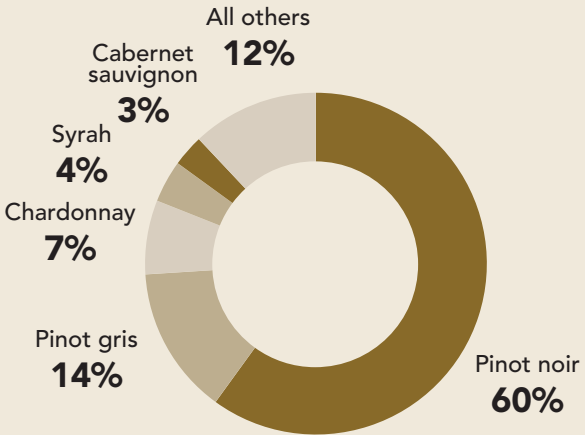
Oregon's share of U.S.
fine wine production

The Oregon table.

Oregon wine brings exceptional quality and balance to the table, making it the perfect partner for any meal. Crafted to complement rather than compete, it elevates flavors and transforms every dining experience into something memorable.



100+ grape varieties.



Pinot noir is the predominant variety grown in Oregon; however, the state's diversity of geography and microclimates make it well-suited to many different varieties.

**OREGON WINE IS SOURCED FROM
THE POWER
AND THE PURPOSE
OF THE PLACE.**



Oregon Wine pairs with
the rhythms of the season,
the bounty of the land,
and the shared moments
at the table. What's in the
bottle is pure Oregon.



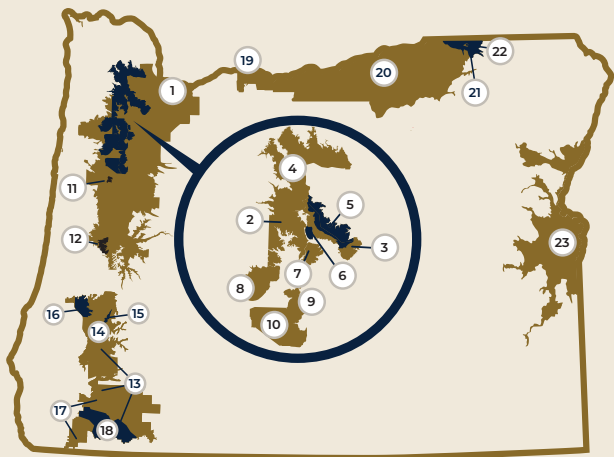


Oregon AVAs

American Viticultural Area (AVA):

A designated winegrowing region in the United States, recognized for its unique geographical or climatic features.





- | | |
|-------------------------------|--|
| 1. Willamette Valley | 13. Southern Oregon |
| 2. Yamhill-Carlton | 14. Umpqua Valley |
| 3. Chehalem Mountains | 15. Red Hill Douglas County |
| 4. Tualatin Hills | 16. Elkton Oregon |
| 5. Laurelwood District | 17. Rogue Valley |
| 6. Ribbon Ridge | 18. Applegate Valley |
| 7. Dundee Hills | 19. Columbia Gorge |
| 8. McMinnville | 20. Columbia Valley |
| 9. Eola-Amity Hills | 21. Walla Walla Valley |
| 10. Van Duzer Corridor | 22. The Rocks District of Milton-Freewater |
| 11. Mount Pisgah, Polk County | 23. Snake River Valley |
| 12. Lower Long Tom | |



Willamette Valley

ESTABLISHED: 1983

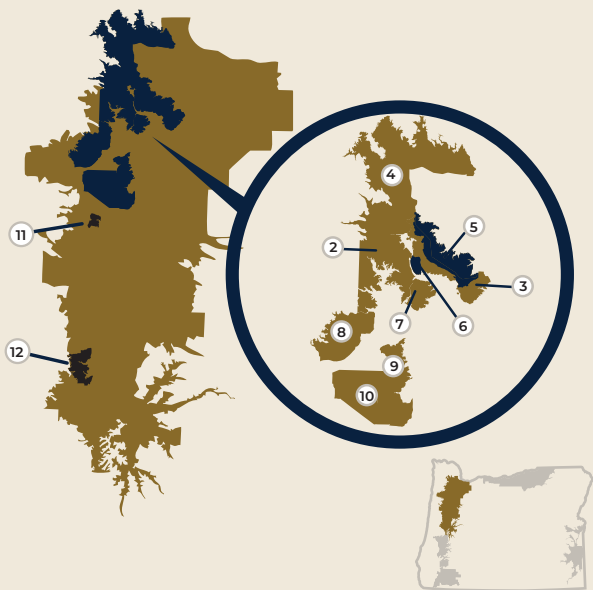
TOTAL AREA: 3,428,800 acres
(1,387,586 ha)

PLANTED AREA: 33,634 acres
(13,611 ha)

PREDOMINANT SOILS: Marine sedimentary, Volcanic basalt, Loess

PREDOMINANT VARIETIES: Pinot noir, Pinot gris, Chardonnay, Riesling, Syrah





NESTED AVAS

2. Yamhill-Carlton

3. Chehalem Mountains

4. Tualatin Hills

5. Laurelwood District

6. Ribbon Ridge

7. Dundee Hills

8. McMinnville

9. Eola-Amity Hills

10. Van Duzer Corridor

11. Mount Pisgah,
Polk County

12. Lower Long Tom





WILLAMETTE VALLEY

WHERE DISTINCTION IS GROWN.

The Willamette Valley is one of the world's most renowned winegrowing regions. The state's largest AVA stretches over 150 miles from Portland to Eugene. The valley is framed by the Coast Range to the west and the Cascades to the east, creating an ideal environment for grape growing with diverse soils and microclimates across its 11 nested AVAs. The region is celebrated for wines of elegance, balance, and a distinct sense of place.



Southern Oregon

ESTABLISHED: 2005

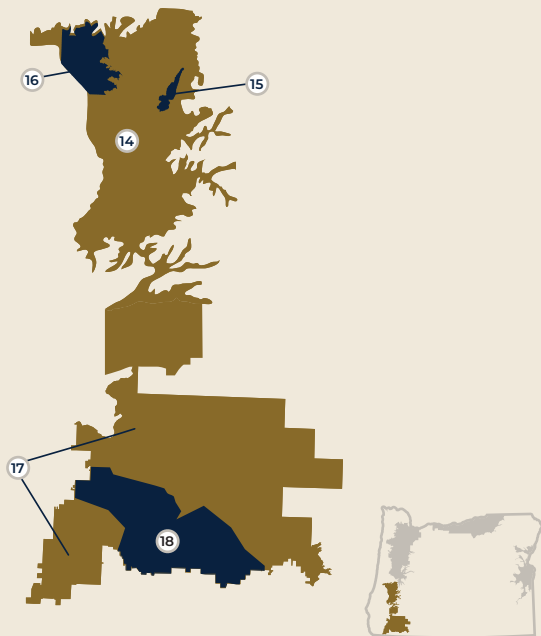
TOTAL AREA: 2,283,600 acres
(924,500 ha)

PLANTED AREA: 10,404 acres (4,210 ha)

PREDOMINANT SOILS: Marine
sedimentary, Volcanic, Stream sediments

PREDOMINANT VARIETIES: Pinot noir,
Syrah, Pinot gris, Cabernet sauvignon,
Merlot, Chardonnay, Tempranillo,
Viognier





NESTED AVAS

- 14. Umpqua Valley
- 15. Red Hill Douglas County

- 16. Elkton Oregon
- 17. Rogue Valley
- 18. Applegate Valley





SOUTHERN OREGON

WHERE EXPERIENCE SPARKS IMAGINATION.

Southern Oregon's wine regions are characterized by diverse landscapes and climates within the Umpqua and Rogue Valleys. The Umpqua's "hundred valleys" are shaped by three distinct mountain ranges, creating a diverse topography and vibrant wine quality. Defined by the wild and scenic Rogue River, the Rogue Valley experiences some of the most significant day-to-night temperature swings. In addition to a long growing season and varied microclimates and elevations, this shifts results in wines of exceptional flavor development.



Columbia Gorge

ESTABLISHED: 2004

TOTAL AREA: 191,000 acres (77,294 ha),
of which 120,010 acres (48,566 ha) are
in Oregon

PLANTED AREA: 1,098 acres (444 ha)
in Oregon

PREDOMINANT SOILS: Volcanic, Lahar,
Loess

PREDOMINANT VARIETIES: Pinot noir,
Chardonnay, Gewürztraminer, Pinot gris,
Cabernet sauvignon, Syrah, Zinfandel









COLUMBIA GORGE **WHERE INSPIRATION RUNS STEEP.**

The Columbia Gorge wine region is a powerful place. It's a land of extremes — extremes in climate, scenery, and style of wine — where the beauty of the landscape is inextricable from its allure as a world-class wine region. It's truly a modern frontier, holding fast to the heart of what makes it special.

The extreme conditions that shape the wine are embraced and celebrated by its winemakers.



Walla Walla Valley

ESTABLISHED: 1984

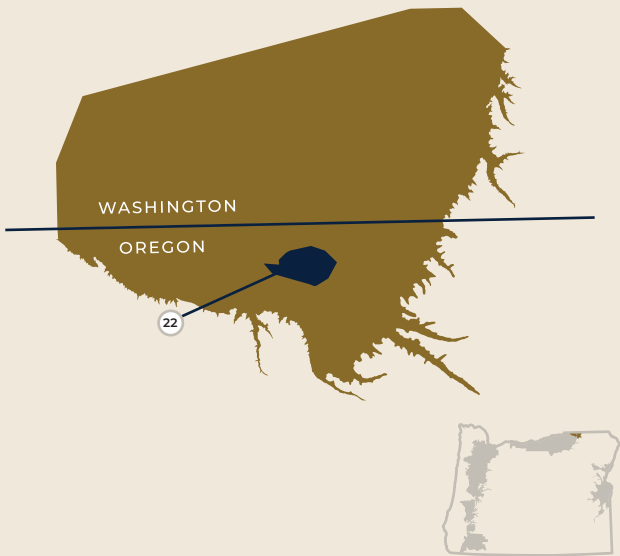
TOTAL AREA: 300,000 acres (145,525 ha)
across Oregon and Washington

PLANTED AREA: 2,933 acres (1,187 ha)
in total, of which 1,260 acres (510 ha)
are in Oregon

PREDOMINANT SOILS: Volcanic, Flood
sediments, Loess, Cobbles

PREDOMINANT VARIETIES: Syrah,
Cabernet sauvignon, Merlot, Cabernet
franc, Malbec





NESTED AVAS

22. The Rocks District
of Milton-Freewater





WALLA WALLA VALLEY **WHERE OBSESSION TAKES ROOT.**

Walla Walla Valley is a region of contrast and personality. Embraced by mountains, rivers, and rolling hills, it spans two states but has a character all its own. Nested within the Oregon side of the Walla Walla Valley AVA lies The Rocks District of Milton-Freewater AVA, where deep cobble soils give rise to wines as distinctive as the landscape. It is a pioneer-forged valley with over 120 wineries. Each winemaker strives to capture and express the promise of these volcanic soils.



Snake River Valley

ESTABLISHED: 2007

TOTAL AREA: 5,288,320 acres (2,140,107 ha) across Oregon and Idaho

PLANTED AREA: 947 acres (383 ha) in Oregon

PREDOMINANT SOILS: Varies throughout the region

PREDOMINANT VARIETIES: Syrah, Viognier, Riesling, Merlot, Gewürztraminer, Cabernet sauvignon, Chardonnay







Snake River Valley **Where Extremes Shape** **Excellence.**

Approved in April 2007, Snake River Valley AVA is thinly populated with wineries and vineyards in Oregon, yet it features the largest density of vineyards and wineries in Idaho. The high mountain desert environment is known for producing wonderful Syrah, Viognier, and Riesling, among others. Hot days and cool nights allow winegrowers to produce wine that can surprise and delight.



About Oregon Wine Board.

Oregon Wine Board (OWB) is a semi-independent state agency leading efforts to promote and elevate Oregon's world-class wine industry through marketing, education, and research. OWB works alongside growers and wineries across the state's distinctive winegrowing regions to ensure Oregon winegrowers, winemakers, and producers are supported and empowered.



OUR MISSION:

Empower and unite Oregon's wine community through marketing, research and education for the advancement of our world-class wines.

CHARACTER IN THE PEOPLE WHO MAKE IT.

CHARACTER IN THE PEOPLE WHO DRINK IT.





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