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FOR IMMEDIATE RELEASE

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Oregon wine industry continues record-setting pace

Annual census reports 39% jump in production; sales leap 11%

PORTLAND, Aug. 17, 2015 – Oregon’s wine industry continues the strong momentum of recent years in 2014 as overall production in the state jumped an impressive 39% to more than 78,000 tons, according to the 2014 Oregon Vineyard and Winery Census Report released today by the Oregon Wine Board (OWB). It marked the third straight year of double digit production gains. The annual census was conducted by Southern Oregon University Research Center (SOURCE).

“Oregon wine enjoyed another headliner year across the board fueled by consumer demand,” said Ellen Brittan, chairwoman of OWB. “Market and sales trends continue to validate the growing acceptance of the exceptional quality wines being produced in all regions of the state.”

The census report comes as preparation is nearing for the 2015 harvest, which is expected to produce another outstanding crop from a historically early harvest. The complete census report is available on the OWB website, industry.oregonwine.org.

Overall sales of Oregon wine are trending up 11% over the past 12-months as reported by Nielsen, a global marketing research firm.

“The Oregon wine industry is extremely healthy,” she said. “Oregon’s increase in sales compares with an industry average increase of 4%.” Most Oregon wines participate in the \$12-a-bottle and up segment, which is the fastest growing segment of the industry.

Additionally, the state also posted a whopping 50% jump in export sales. Brittan said the huge increase in international sales is a strong indicator that the industry’s expanded international marketing efforts over the past several years are paying off, particularly in Asia, Canada, the U.K. and the Scandinavian countries.

Brittan also pointed to Oregon’s stellar reputation for producing wine of exceptional quality as another factor in the industry’s growth. For example, The Wine Advocate, a respected industry publication, recently rated 357 Oregon wines representing 12 different varieties from 13 different growing regions at 90 points or higher.

Every region of the state showed impressive gains, but the Northern Willamette Valley led the way in production, representing nearly two-thirds of overall production and up 41% over 2013.

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Pinot noir again led production with 45,239 tons, up 40%. Pinot gris remained Oregon's second most popular grape planted with production of 13,701 tons.

The total number of wineries grew to 676, continuing a steady growth trend. The number of vineyards in the state topped 1,000 for the first time at 1,027, an 8% increase.

About OWB:

The Oregon Wine Board (OWB) is a semi-independent Oregon state agency managing marketing, research and education initiatives that support and advance the Oregon wine and wine grape industry. The Board works on behalf of all Oregon wineries and independent growers throughout the state's diverse winegrowing regions.

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