



# OREGON

WELCOMES YOU



OREGON  
WINE  
BOARD



SOURCES:

2018 Oregon Vineyard and Winery Report

The Economic Impact of the Wine and Wine Grape Industries on the Oregon Economy, February 2018

2020 Direct-to-Consumer Wine Shipping Report, Sovos ShipCompliant and Wines Vines Analytics

Nielsen, Total US xAOC+LiqPlus, 52 weeks ending 12/28/2019

# OREGON WINE INDEX

Number of wineries in Oregon: 793

Sum of all economic activity in Oregon related directly or indirectly to wine: \$5.61 billion

Increase in estimated wine-related and induced jobs in Oregon from 2013 to 2016: 74%

Oregon's rank for "the greatest wine you can find in America, and maybe not even America, but the world..." in the mind of NBA Star LeBron James: 1

Year that Pinot noir was first planted in the Willamette Valley: 1965

Years later that an Oregon Pinot noir first achieved a perfect score of 100 in The Wine Enthusiast, for Patricia Green Cellars 2016 Bonshaw Block: 53

Vintage from which Oregon's first Pinot noir was bottled at HillCrest Vineyard in the Umpqua Valley: 1967

Oregon's share of global wine production: 0.15%

Oregon's share of Wine Spectator Magazine's Top 100 list in 2019: 5%

Oregon's rank per capita among US states receiving direct-to-consumer shipments of Oregon wine: 1

Oregon's rank per capita among US states receiving direct-to-consumer shipments of any wine: 1

Percentage of Oregon wineries making fewer than  
5,000 cases of wine annually: 70

Percentage that the value of wine-related tourism in  
Oregon increased from 2013 to 2016: 167%

Percentage of a wine that must be the labeled variety,  
according to Oregon state regulations: 90

Percentage of a wine that must be the labeled variety,  
according to Federal regulations: 75

Average price Oregon wine commanded in 2019:  
\$16.41 per bottle

Factor by which Oregon wines commanded a premium  
price compared to the national average of \$7.62 in 2019:  
More than 2x

Growth in retail sales in 2019 of Oregon wine: 12%

Number of B-Corp wineries in the world: 20

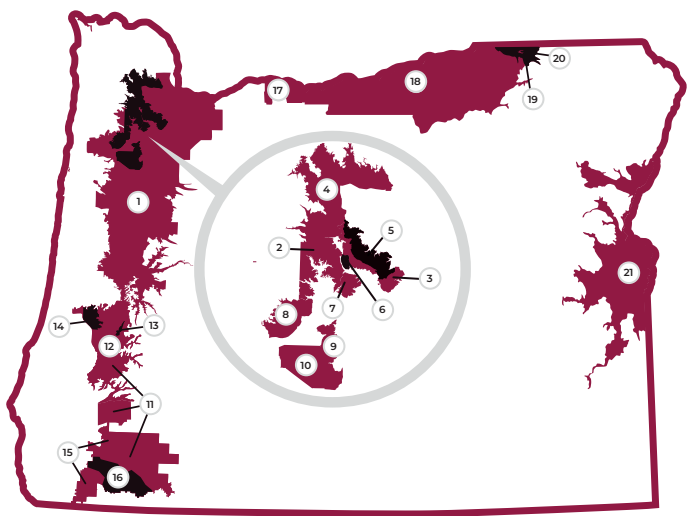
Number of B-Corp wineries in Oregon: 8

Oregon's rank among US states for certified Biodynamic  
vineyard acreage: 1

Oregon's share of certified Biodynamic vineyards in the  
US: 52%

# OREGON

Small production. High quality. Big impact. That's the story of Oregon's wine industry, which over the past decade has seen an explosion in growth but hasn't lost sight of its values: family-owned farms, attention to place, and a uncompromising focus on crafting singular, expressive wines.



1. Willamette Valley

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. Southern Oregon

12. Umpqua Valley

13. Red Hill Douglas County

14. Elkton Oregon

15. Rogue Valley

16. Applegate Valley

17. Columbia Gorge

18. Columbia Valley

19. Walla Walla Valley

20. The Rocks District  
of Milton-Freewater

21. Snake River Valley

# WILLAMETTE VALLEY AVA

Established: 1983

Total Area: 3,428,800 acres (1,387,600 ha)

Planted Area: 23,525 acres (9,580 ha)

Predominant Soils: Marine sedimentary,  
volcanic, loess

Predominant Varieties: Pinot noir, Pinot gris,  
Chardonnay, Riesling, Pinot blanc



## 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

# SOUTHERN OREGON AVA

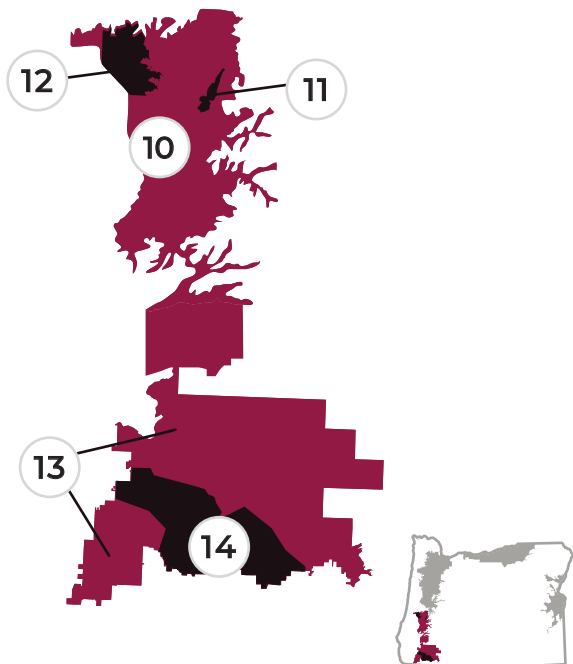
Established: 2005

Total Area: 2,283,600 acres (924,500 ha)

Planted Area: 8,090 acres (3,265 ha)

Predominant Soils: Marine sedimentary, alluvial  
gravels, volcanic

Predominant Varieties: Pinot noir, Cabernet  
Sauvignon, Syrah, Merlot, Chardonnay,  
Tempranillo, Viognier



## Nested AVAs

10. Umpqua Valley (1984)

13. Rogue Valley (1991)

11. Red Hill Douglas County (2005)

14. Applegate Valley (2000)

12. Elkton Oregon (2013)

# COLUMBIA GORGE AVA

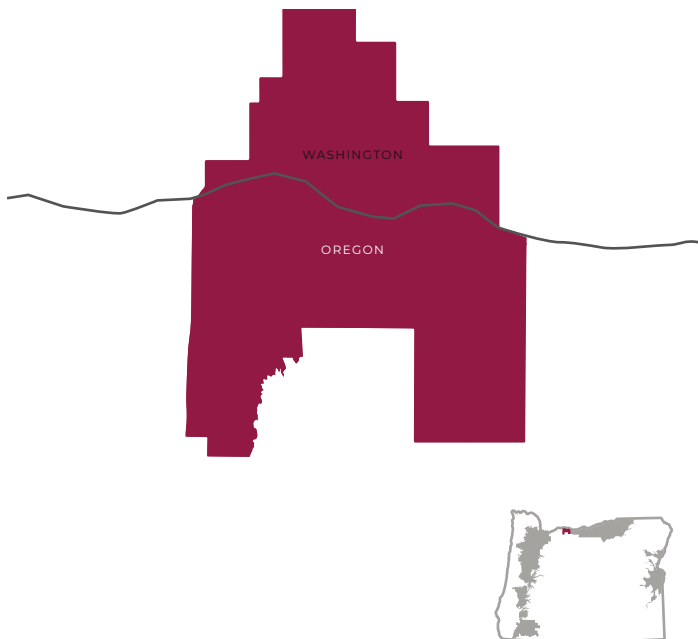
Established: 2004

Total Area: 1,350 acres (545 ha)

Planted Area: 900 acres (364 ha)

Predominant Soils: Volcanic, lahar, loess, silt, sand

Predominant Varieties: Many different varieties  
thrive, varies by geography and elevation





# WALLA WALLA VALLEY AVA

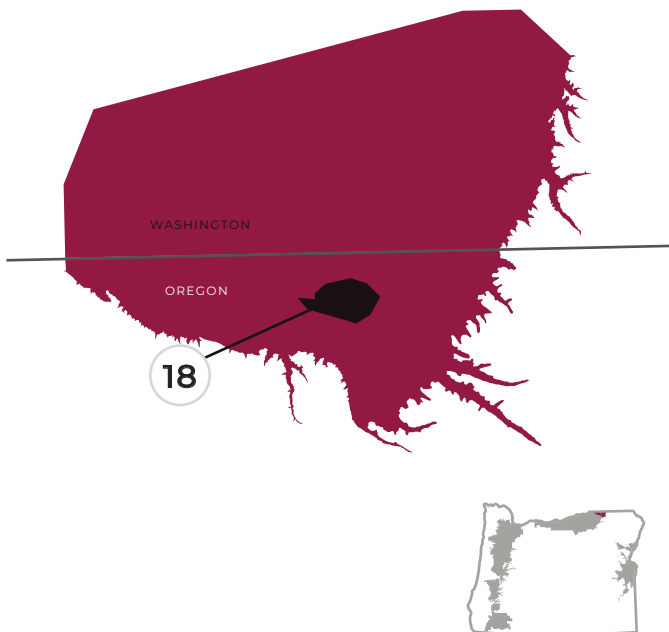
Established: 1984

Total Area: 9,010 acres (3,645 ha)

Area Planted: 2,993 acres (1,211 ha), 43% of which  
are in Oregon

Predominant Soils: Loess, sandy silts, loams

Predominant Varieties: Riesling, Chardonnay,  
Cabernet Sauvignon, Merlot, Syrah, Sauvignon  
blanc, Pinot gris, Gewürztraminer, Cabernet  
Franc, Viognier



Nested AVAs

18. The Rocks District  
of Milton-Freewater (2015)

# SNAKE RIVER VALLEY AVA

Established: 2007

Planted Area: 1,205 acres (490 ha)

Predominant Soils: Varies throughout the region

Predominant Varieties: Syrah, Cabernet

Sauvignon, Riesling, Merlot, Gewürztraminer,  
Chardonnay







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