

**Oregon welcomes you.**

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**wine** BOARD



#### SOURCES:

2022 Oregon Vineyard and Winery Report

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

NielsenIQ Scan Off Premise Channels; 52 w/e June 5, 2021, 2023

# OREGON WINE INDEX

Number of wineries in Oregon: 1,116

Number of vineyards in Oregon: 1,476

Statewide Economic impact of the Oregon wine industry in 2022: \$8.2 billion

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 by David and Diana Lett in the Willamette Valley: 1965

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

Oregon's share of Wine Spectator Magazine's Top 100 list in 2023: 7%

Oregon's share of Wine Enthusiast Magazine's Top 100 list in 2023: 5%

Perfect 100 scores for Oregon Wines, Wine Enthusiast: 2016 Patricia Green Cellars' Bonshaw Block

Jeb Dunnuck: 2021 00 Wines Pinot Noir Richard Hermann Cuvee, 2021 Morgen Long Chardonnay X Omni Vineyard, 2020 Antica Terra Chardonnay Aurata, 2016 Force Majeure SJR Vineyard Syrah

Oregon's share of global wine production: 0.2%

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 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 bottle price for Oregon wine, 2023: \$18

Average bottle price for California wine, 2023: \$12.71

Average bottle price Washington wine, 2023: \$11.64

Total case sales of Oregon wine: 5.7 million

Number of B-Corp wineries in the United States: 12

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: 31.7%

Number of Oregon producers making Sparkling wine in 2018: 20

Number of Oregon producers making Sparkling wine in 2023: 100+

# 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 an uncompromising focus on crafting singular, expressive wines.



- |                             |   |
|-----------------------------|---|
| 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<br>of Milton-Freewater |
| 11. Mount Pisgah (proposed) | 23. Snake River Valley                        |
| 12. Lower Long Tom          |   |

# Willamette Valley AVA

Established: 1983

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

Planted Area: 25,452 acres (10,300 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

11. Mount Pisgah (proposed)

12. Lower Long Tom

# Southern Oregon AVA

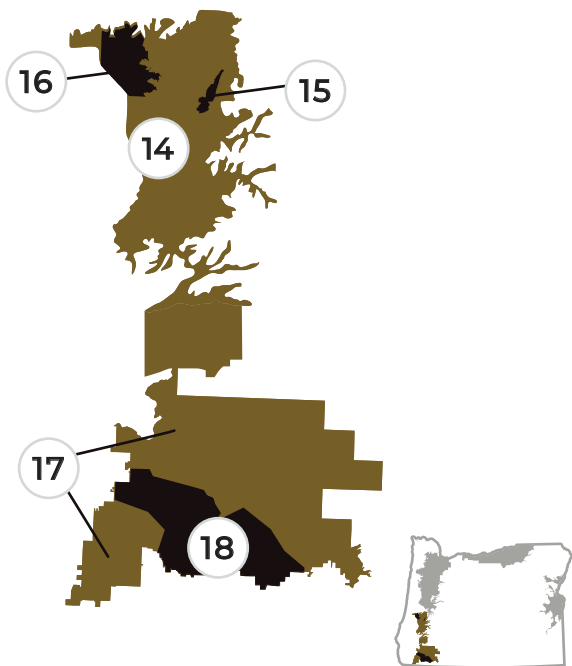
Established: 2005

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

Planted Area: 9,429 acres (3,815 ha)

Predominant Soils: Marine sedimentary, alluvial gravels, volcanic

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



## Nested AVAs

14. Umpqua Valley

15. Red Hill Douglas County

16. Elkton Oregon

17. Rogue Valley

18. Applegate Valley

# Columbia Gorge AVA

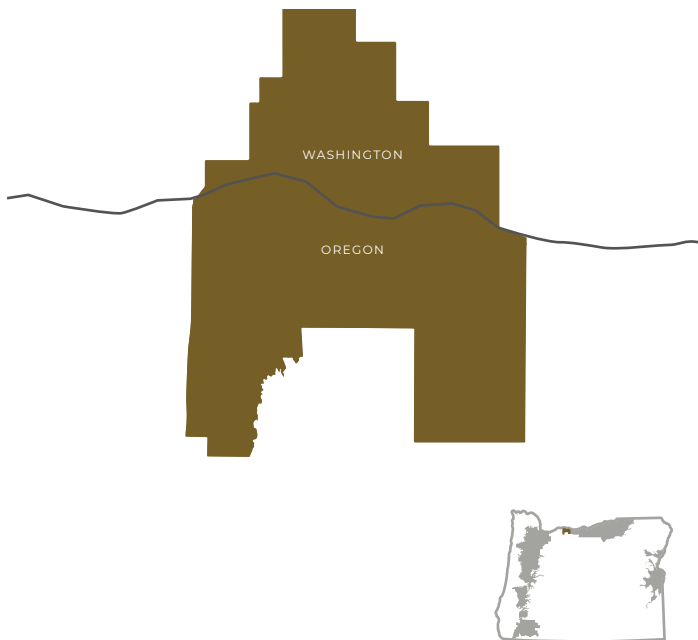
Established: 2004

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

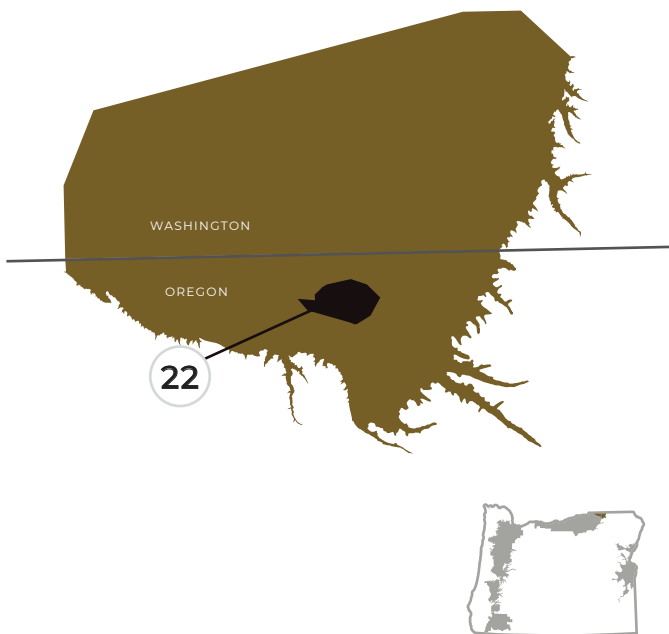
Established: 1984

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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