

2025 OREGON WINE LABOR SURVEY

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Survey Funded by The Oregon Wine Board



OUTLINE

- **Purpose of Survey and Methodology**
- **Basic Demographics**
- **Salary Information**
- **Gender/Sex and Salary**
- **Regional Data**
- **Salary and Standard of Living**
- **Conclusions**

PURPOSE OF LABOR SURVEY

- **Financial Support by the Oregon Wine Board**
- **Provide data for the Oregon Wine Industry**
- **Mirror the Wine Business Monthly Salary Survey**
- **Provide other pertinent data for the wine industry**
- **Assist wine producers in extrapolating from the benchmarks we can provide through this**

HISTORY AND METHODOLOGY

- During Fall of 2017, Survey was designed with input of industry members, and pre-tested, for the 2018 Report.
- For the 2025 Report there were a total of 140 respondents, although some did not complete the survey.
- There are filter questions so that producers who do not have vineyards, tasting rooms, or wineries, can opt out from those questions. This is one reason the number of respondents vary.
- The data were “cleaned” after the survey was closed, which means that outliers that were clearly errors in responses, are removed. This includes reporting an hourly wage when a salary wage is requested, and vice versa.

NOTES ON INTERPRETING THE RESULTS

- This is not a random sample - organizations choose to respond. The assumption is that you will need to decide how to use the data. Given the extraordinary breadth and depth of production levels and types of organizations, for many, this may be aspirational – but it is important to have this data.
- There are a number of places where the number of data points is very low, with fewer than 5 respondents in a cell. In those cases, I recommend caution in assuming that those are reliable.
- However, one can also look at the overall average, averages from other cells, and decide how comfortable one is with that information.

FACILITIES AND CASES PRODUCED

Types of Facilities of Producers, 2025.		
Facility	Yes	No
Tasting Room	112	27
Winery	76	22
Vineyard	87	13

Oregon Total Cases Produced, 2025.		
Total Number of Cases Produced	Frequency	Valid Percent
2500 Cases and fewer	15	20.00
2,501-5,000 Cases	13	17.33
5,001-10,000 Cases	15	20.00
10,0001-20,000 Cases	15	20.00
20,000+ Cases	17	22.67
Total	75	100.0

ACREAGE UNDER VINE

Category	Acreage
Average Acreage of Respondents	85.7 Acres
Median Acreage	40 Acres
Range	3-950 Acres
25 th Percentile	12.3
50 th Percentile	40.0
75 th Percentile	84.3
Total Respondents	86

USE OF DIRECT OR DISTRIBUTED CHANNELS FOR WINE SALES

Response	N/Percentage
Yes	91 (85.05%)
No	16 (14.95%)
Total Respondents	107 (100%)

Primary Vineyard AVA Region 2025.			Vineyard County 2025.		
Region	Frequency	Valid Percent		Frequency	Valid Percent
			Yamhill	36	42.4
			Polk	12	14.1
			Jackson	9	10.5
			Lane	6	7.1
Willamette Valley	65	75.6	Douglas	5	5.8
Southern Oregon	16	18.6	Benton	3	3.5
			Washington	3	3.5
			Josephine	3	3.5
Columbia Valley	5	5.8	Marion	2	2.4
			Umatilla	2	2.4
			Wasco	2	2.4
Total	86	100.0	Hood River	1	1.2
			Clackamas	1	1.2
			Total	85	100

EXECUTIVE AVERAGE SALARIES AND MEDIAN SALARIES, BY POSITION, 2019-2025.					
Base Salary Reported	2019 Average Salary	2021 Average Salary	2023 Average Salary	2025 Average Salary	
GM or President	\$94,565 (46)	\$112,595 (32)	\$129,328 (54)	\$173,062 (47)	
Director/Nat'l Director Sales	\$83,267 (36)	\$97,348 (26)	\$107,742 (32)	\$125,060 (28)	
Director of Marketing	\$64,207 (17)	\$82,630 (11)	\$81,421 (19)	\$106,880 (16)	
Controller/Direct or Finance	\$80,659 (21)	\$97,784 (18)	\$102,361 (24)	\$112,302 (23)	
Regional Sales Director	\$71,916 (16)	\$85,050 (10)	\$103,929 (14)	\$112,238 (8)	
Human Resources Director	\$79,787 (10)	\$71,544 (10)	\$86,600 (5)	\$122,993 (7)	

TASTING ROOM. AVERAGE SALARIES AND MEDIAN SALARIES BY POSITION, 2019-2025.				
Base Salary Reported	2019 Average Salary	2021 Average Salary	2023 Average Salary	2025 Average Salary
Direct to Consumer Sales	\$52,695 (7)	\$65,701 (11)	\$79,630 (27)	\$81,172 (24)
Wine Club Manager	\$44,016 (24)	\$47,014 (25)	\$59,812 (45)	\$66,323 (37)
Tasting Room Manager	\$44,554 (62)	\$50,101 (57)	\$56,051 (63)	\$56,375 (64)
Special Events Manager	\$46,783 (11)	\$46,793 (10)	\$51,933 (19)	\$73,222 (9)
Tasting Room Staff	\$34,420 (35)	\$30,678 (41)	\$38,538 (44)	\$48,231 (40)

WINERY AND VINEYARD. AVERAGE SALARIES BY POSITION, 2019-2025.				
Base Salary Reported	2019 Average Salary	2021 Average Salary	2023 Average Salary	2025 Average Salary
Executive Winemaker	\$75,422 (510	\$82,088 (44)	\$105,575 (55)	\$106,226 (50)
Assistant Winemaker	\$51,513 (39)	\$59,059 (32)	\$63,750 (45)	\$73,045 (34)
Cellar Master	\$43,460 (24)	\$48,207 (21)	\$53,793 (26)	\$56,338 (28)
Viticulturist/Vineyard Manager	\$57,792 (38)	\$70,210 (31)	\$74,479 (37)	\$80,333 (41)
Site Foreman	\$42,178 (24)	\$47,660 (23)	\$48,965 (26)	\$56,268 (22)
Labor Crew Supervisor	\$35,382 (18)	\$27,628 (16)	\$43,129 (14)	\$42,470 (20)

CASE PRODUCTION AND SALARY OF SELECTED POSITIONS, 2025.				
Total Number of Cases Produced	GM or President	Viticulturist	Wine-maker Salary	Tasting Rm Manager
2500 Cases and fewer	\$37,000 (3)	\$25,000 (1)	\$73,400 (5)	\$55,000 (5)
2,501-5,000 Cases	\$75,333 (6)	\$61,500 (2)	\$67,250 (6)	\$56,571 (7)
5,001-10,000 Cases	\$113,068 (7)	\$64,571 (7)	\$97,455 (11)	\$57,868 (10)
10,0001-20,000 Cases	\$121,749 (7)	\$79,179 (10)	\$112,480 (11)	\$62,231 (14)
20,000+ Cases	\$196,599 (12)	\$97,905 (12)	\$136,236 (15)	\$64,097 (13)
Total	35	32	48	49

WINE INDUSTRY, HOURLY WAGE WORKERS, 2019-2025.				
Hourly Wage Workers	Average Hourly Wage 2019	Average Hourly Wage 2021	Average Hourly Wage 2023	Average Hourly Wage 2025
Part-time Tasting Room	\$14.02 (80) (11.00-20,00)	\$14.91 (62) (12.00-24.00)	\$17.40 (74) (13.50-25.00)	\$18.80 (67) (14.00-30.00)
Cellar Hand/Interns	\$14.73 (58) (11.00-25.00)	\$17.23 (11) (12.00-35.00)	\$18.10 (63) (15.00-25.00)	19.90 (57) 16.00-27.00
Tractor Operator (Skilled)	\$17.51 (30) (14.00-25.00)	\$20.97 (43) (15.00-45.00)	\$24.30 (27) (17.50-25.00)	23.10 (33) (16.00-38.00)
Tractor Operator (Unskilled)	\$14.61 (14) (12.00-19.00)	\$15.77 (14) (14.00-22.00)	\$17.50 (8) (15.00-19.50)	19.60 (18) (16.00-25.00)

SEX/GENDER, AVERAGE BASE SALARY, AND SELECTED WINE OCCUPATIONS, 2019, 2021, 2023.							
Position	2019 Avg. Salary, Female	2019 Avg. Salary Male	2021 Avg. Salary, Female	2021 Avg. Salary Male	2023 Avg. Salary Female	2023 Avg. Salary Male	2023 Avg. Gender/Qu eer/Non- binary
President/ General Manager	\$75,285 (14)	\$105,354 (31)	\$93,660 (13)	\$127,897 (16)	\$92,563 (24)	\$158,180 (29)	\$175,000 (1)
Director National Sales	\$61,470 (13)	\$95,586 (23)	\$63,683 (12)	\$134,066 (13)	\$88,667 (9)	\$118,262 (20)	\$48,000 (1)
Executive Winemaker	\$68,074 (15)	\$78,484 (36)	\$75,807 (13)	\$84,904 (29)	\$107,761 (20)	\$105,825 (32)	\$90,000 (1)
Tasting Room Manager	\$44,217 (40)	\$45,168 (22)	\$47,994 (37)	\$54,471 (19)	\$56,159 (47)	\$59,843 (18)	\$49,500 (1)
Viticulturist/ Vineyard Manager	\$70,800 (5)	\$55,821 (33)	\$89,143 (6)	\$65,666 (25)	\$99,581 (4)	\$71,436 (33)	n/a

SEX/GENDER, AVERAGE BASE SALARY, AND SELECTED WINE OCCUPATIONS, 2023, 2025.				
Position	2023 Avg. Salary Woman	2023 Avg. Salary Man	2025 Avg Salary Woman	2025 Avg. Salary Man
President/ General Manager	\$92,563 (24)	\$158,180 (29)	\$96,367 (19)	\$156,959 (26)
Director National Sales	\$88,667 (9)	\$118,262 (20)	\$96,300 (10)	\$140,717 (17)
Executive Winemaker	\$107,761 (20)	\$105,825 (32)	\$104,841 (12)	\$106,664 (38)
Tasting Room Manager	\$56,159 (47)	\$59,843 (18)	\$79,991 (46)	\$62,239 (18)
Viticulturist/ Vineyard Manager	\$99,581 (4)	\$71,436 (33)	\$77,250 (8)	\$81,080 (33)

CASE PRODUCTION BY REGION.				
Total Number of Cases Produced	Willamette	Southern Oregon	Columbia Valley	Case Total
2500 Cases and fewer	6	4	1	11
2,501-5,000 Cases	9	1	0	10
5,001-10,000 Cases	12	1	1	14
10,0001-20,000 Cases	12	1	0	13
20,000+ Cases	13	1	0	14
Region Total	52	8	2	62

EXECUTIVE AVERAGE BASE SALARIES, BY POSITION AND REGION				
	Willamette Valley	Southern Oregon	Columbia Valley	WBM 50,000
GM or President	\$147,255 (3)	\$60,167 (6)	\$133,250 (2)	\$221,189-\$268,993
Director/Nat’l Director Sales	\$128,341 (24)	\$77,500 (2)	N/A	N/A
Director of Marketing	110,721(14)	N/A	N/A	N/A
Controller/Director Finance	\$115,212 (21)	N/A	N/A	\$162,280
Regional Sales Director	\$121,415 (7)	N/A	N/A	N/A
Human Resources Director	\$119,075 (6)	N/A	N/A	N/A

DTC Average Salaries, by Position				
	Willamette Valley	Southern Oregon	Columbia	WBM
Wine Club Manager	\$83,086 (19)	N/A	\$133,250 (2)	
Direct to Consumer Sales	\$128,341 (24)	\$77,500 (2)	N/A	\$86,442
Tasting Room Manager	\$63,191 (45)	\$41,571 (7)	\$71.000 (2)	\$87,743
Special Events Manager	\$73,222 (9)	N/A	N/A	\$57,538
Tasting Room Staff	\$42,914 (32)	\$30,800 (2)	\$42,800 (2)	\$49,638 (TR Staff 2)

WINE-MAKING AND VINEYARD AVERAGE SALARIES, BY POSITION				
	Willamette Valley	Southern Oregon	Columbia	WBM
Executive Winemaker	\$110,783 (40	\$75,500 (5)	\$90,000 (2)	\$192,174 (Winemaking Director)
Assistant Winemaker	\$74,109 (26)	\$60,667 (3)	\$78,350 (2)	\$163,974 (Winemaker 2)
Cellar Master	\$55,797 (24)	N/A	N/A	\$94,956
Viticulturist/Vineyard Manager	\$83,504 (35)	\$44,333 (3)	\$79,333 (3)	\$116,414
Site Foreman	\$52,399 (16)	\$60,000 (3)	\$79,750 (2)	N/A

WINE INDUSTRY, HOURLY WAGE WORKERS, 2025.			
	Willamette Valley	Southern Oregon	Columbia
Part-time Tasting Room	\$18.90 (50)	16.80 (8)	24.00 (1)
Cellar Hand/Interns	\$20.00 (45)	\$19.00 (4)	\$24.00 (1)
Tractor Operator (Skilled)	\$23.40 (28)	\$19.30 (4)	\$28.00 (1)
Tractor Operator (Unskilled)	\$19.30 (16)	\$19.00 (1)	\$25.00 (1)

AVERAGE BASE SALARIES AT WINERIES PRODUCING FEWER THAN 50,000 CASES A YEAR

Annual Case Produc- tion	Wine- maker	Top Sales Role	Office Mgr.	Tasting Room Mgr.	Wine Club Mgr.	Vineyard Mgr.
<2,499	\$88,836	\$104,957	\$54,565	\$60,068	\$65,590	\$65,154
2,500- 4,999	\$103,017	\$88,584	\$65,422	\$59,614	\$65,645	\$74,713
5,000- 9,999	\$113,959	\$101,156	\$69,537	\$65,576	\$66,276	\$64,346
10,000- 24,999	\$122,259	\$106,311	\$69,386	\$64,607	\$72,865	\$81,160
25,000- 49,999	\$144,111	\$162,233	\$76,086	\$78,862	\$90,443	\$114,181

Source: 2024 WBM Salary Survey

MOST RECENT AVERAGE BONUS AT WINERIES PRODUCING FEWER THAN 50,000 CASES A YEAR

Annual Case Produc- tion	Wine- maker	Top Sales Role	Office Mgr.	Tasting Room Mgr.	Wine Club Mgr.	Vineyard Mgr.
<2,499	\$33,625	\$21,600	\$14,477	\$16,256	\$30,785	\$8,400
2,500- 4,999	\$18,229	\$28,266	\$14,233	\$11,695	\$10,873	\$14,972
5,000- 9,999	\$16,562	\$24,825	\$7,350	\$18,231	\$12,943	\$6,304
10,000- 24,999	\$18,835	\$25,558	\$6,081	\$11,279	\$10,430	\$7,142
25,000- 49,999	\$24,698	\$25,358	\$10,617	\$14,813	\$18,860	\$21,436

Source: 2024 *WBM* Salary Survey

COST OF LIVING ADJUSTMENTS

- One of the questions people have about salaries, is how to compare them to either other studies, or to other regions.
- One tool to use is a cost of living calculator, of which there are many. They vary on how far they drill down – you will notice that some show no difference between Portland and McMinnville, which we know to be different. These may be used to give a ballpark idea of what cost of living is, as you also look at averages/medians in Oregon.
- One cost of living indicator that does a pretty good job of drilling down to show more local differences is Sperling's.

AN EXAMPLE OF COST OF LIVING ADJUSTMENT

- For example, if the cost of living index of McMinnville is 112.8, if you set the average for the U.S. at 100. This means that it is a bit more expensive to live in McMinnville, than the U.S. average.
- The cost of living in Sonoma, CA, which is one of the places we've talked about is 169.8, and 132.4 in Portland. which makes 33.6% cheaper than McMinnville overall, and Portland 22.0 percent cheaper.
- A person making \$100,000 in Sonoma, CA would have the same standard of living in McMinnville at roughly \$66,431, but someone moving from Sonoma up to Portland would need about \$77,974.
- [Sperling's Cost of Living Calculator](#)

Cost of Living Comparison Calculator

For 30 years, BestPlaces has been the premier, most reliable source for comprehensive data on US cities and towns, and it is the only service to include tax rates in the cost of living calculations.

Our comparison also includes housing, food, utilities, transportation, healthcare (including premiums and common surgeries), and childcare.

The biggest factor in Cost of Living is housing costs, buying a house or apartment, or renting one.

Where do you currently live?

Where do you want to move?

What is your salary?

Compare cities

Sonoma, California vs. Portland, Oregon

Cost of Living Comparison

The cost of living in Portland, Oregon is **22.0%** cheaper than Sonoma, California.

You would need a salary of **\$155,948** in Portland, Oregon to maintain the standard of living you have in Sonoma, California.

Comparison highlights

- Overall, Portland, Oregon is cheaper than Sonoma, California
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▼ 40% cheaper in Portland

than in Sonoma, California

Sonoma, California vs. Hood River, Oregon

Cost of Living Comparison

The cost of living in Hood River, Oregon is **31.8%** cheaper than Sonoma, California.

You would need a salary of **\$136,396** in Hood River, Oregon to maintain the standard of living you have in Sonoma, California.

Comparison highlights

- Overall, Hood River, Oregon is cheaper than Sonoma, California
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▼ 30% cheaper in Hood River

than in Sonoma, California

Portland, Oregon vs. Hood River, Oregon

Cost of Living Comparison

The cost of living in Hood River, Oregon is **12.5%** cheaper than Portland, Oregon.

You would need a salary of **\$174,924** in Hood River, Oregon to maintain the standard of living you have in Portland, Oregon.

Comparison highlights

- Overall, Hood River, Oregon is cheaper than Portland, Oregon
- Transportation is the biggest factor in the cost of living difference.

Transportation

▼ 43% cheaper in Hood River

than in Portland, Oregon

McMinnville, Oregon vs. Hood River, Oregon

Cost of Living Comparison

The cost of living in Hood River, Oregon is **2.7%** **more expensive** than McMinnville, Oregon.

You would need a salary of **\$205,319** in Hood River, Oregon to maintain the standard of living you have in McMinnville, Oregon.

Comparison highlights

- Overall, Hood River, Oregon is **more expensive** than McMinnville, Oregon
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▲ **38% more expensive in Hood River**
than in McMinnville, Oregon

McMinnville, Oregon vs. Walla Walla, Washington

Cost of Living Comparison

The cost of living in Walla Walla, Washington is **17.0%** cheaper than McMinnville, Oregon.

You would need a salary of **\$165,957** in Walla Walla, Washington to maintain the standard of living you have in McMinnville, Oregon.

Comparison highlights

- Overall, Walla Walla, Washington is cheaper than McMinnville, Oregon
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▼ 17% cheaper in Walla Walla
than in McMinnville, Oregon

Sonoma, California vs. Roseburg, Oregon

Cost of Living Comparison

The cost of living in Roseburg, Oregon is **46.6%** cheaper than Sonoma, California.

You would need a salary of **\$106,832** in Roseburg, Oregon to maintain the standard of living you have in Sonoma, California.

Comparison highlights

- Overall, Roseburg, Oregon is cheaper than Sonoma, California
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▼ 63% cheaper in Roseburg

than in Sonoma, California

McMinnville, Oregon vs. Roseburg, Oregon

Cost of Living Comparison

The cost of living in Roseburg, Oregon is **19.6%** cheaper than McMinnville, Oregon.

You would need a salary of **\$160,816** in Roseburg, Oregon to maintain the standard of living you have in McMinnville, Oregon.

Comparison highlights

- Overall, Roseburg, Oregon is cheaper than McMinnville, Oregon
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▼ 26% cheaper in Roseburg

than in McMinnville, Oregon

Sonoma, California vs. Medford, Oregon

Cost of Living Comparison

The cost of living in Medford, Oregon is **39.8%** cheaper than Sonoma, California.

You would need a salary of **\$120,495** in Medford, Oregon to maintain the standard of living you have in Sonoma, California.

Comparison highlights

- Overall, Medford, Oregon is cheaper than Sonoma, California
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▼ **58% cheaper in Medford**

than in Sonoma, California

Portland, Oregon vs. Medford, Oregon

Cost of Living Comparison

The cost of living in Medford, Oregon is **22.7%** cheaper than Portland, Oregon.

You would need a salary of **\$154,532** in Medford, Oregon to maintain the standard of living you have in Portland, Oregon.

Comparison highlights

- Overall, Medford, Oregon is cheaper than Portland, Oregon
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▼ 29% cheaper in Medford

than in Portland, Oregon

McMinnville, Oregon vs. Medford, Oregon

Cost of Living Comparison

The cost of living in Medford, Oregon is **9.3%** cheaper than McMinnville, Oregon.

You would need a salary of **\$181,383** in Medford, Oregon to maintain the standard of living you have in McMinnville, Oregon.

Comparison highlights

- Overall, Medford, Oregon is cheaper than McMinnville, Oregon
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost

▼ 16% cheaper in Medford

than in McMinnville, Oregon

Walla Walla, Washington vs. McMinnville, Oregon

Cost of Living Comparison

The cost of living in McMinnville, Oregon is **20.5%** **more expensive** than Walla Walla, Washington.

You would need a salary of **\$241,026** in McMinnville, Oregon to maintain the standard of living you have in Walla Walla, Washington.

Comparison highlights

- Overall, McMinnville, Oregon is **more expensive** than Walla Walla, Washington
- Median Home Cost is the biggest factor in the cost of living difference.



Median Home Cost




▲ 21% more expensive in McMinnville

than in Walla Walla, Washington





Sonoma, CA vs. McMinnville, OR















Compared to Sonoma, McMinnville is:

Homeowner

No Child Care, Taxes not Considered	▼ 33.6% lower
Child Care , Taxes not Considered	 Unlock with Premium
Child Care, Taxes Considered	 Unlock with Premium
No Child Care, Taxes Considered	 Unlock with Premium

Renter

No Child Care, Taxes not Considered	 Unlock with Premium
Child Care , Taxes not Considered	 Unlock with Premium
Child Care, Taxes Considered	 Unlock with Premium
No Child Care, Taxes Considered	 Unlock with Premium

 Food	▼ 9.1% lower
 Housing (Homeowner)	▼ 56.6% lower
 Housing (Rent)	 Unlock with Premium
 Median Home Cost	 Unlock with Premium
 Utilities	▼ 27.5% lower
 Commute	▲ 10.2% higher
 Health	▼ 19.1% lower
 Taxes	 Unlock with Premium
 Childcare	 Unlock with Premium
 Personal	▼ 6.4% lower

2025 Compare Cities Overview: McMinnville, OR vs Walla Walla, WA

[Change Cities](#)

Highlights

Are people in Walla Walla older or younger than people in McMinnville?

- The Median Age in Walla Walla is 0.9 years younger than in McMinnville.

Are housing costs cheaper in Walla Walla or McMinnville?

- Walla Walla [housing](#) costs are 17.4% less expensive than McMinnville housing costs.

Which city has a longer commute, Walla Walla or McMinnville?

- The average commute for residents of Walla Walla is 7.4 minutes shorter than it is for residents of McMinnville.

Things to do in McMinnville?

McMinnville, OR is a charming small town nestled in the scenic Willamette Valley. It is home to many local wineries and vineyards and boasts plenty of outdoor activities from fishing to hiking.

Things to do in Walla Walla?

Walla Walla WA is situated between the Blue Mountains and Columbia River Filled with historical sites, great restaurants, and museums as well as plenty of exciting nightlife options or wineries available for wine lovers.

SUMMARY AND CONCLUSIONS

- Reread the assumptions at the beginning of the presentation. This study gives some baseline information on averages and medians for the industry, but where the data are scarce, you need to use caution.
- Other forms of compensation are addressed in the Wine Business Monthly survey, but not in the Oregon Wine Labor Survey.
- Final Note: Higher participation means levels mean better information.

QUESTIONS?

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