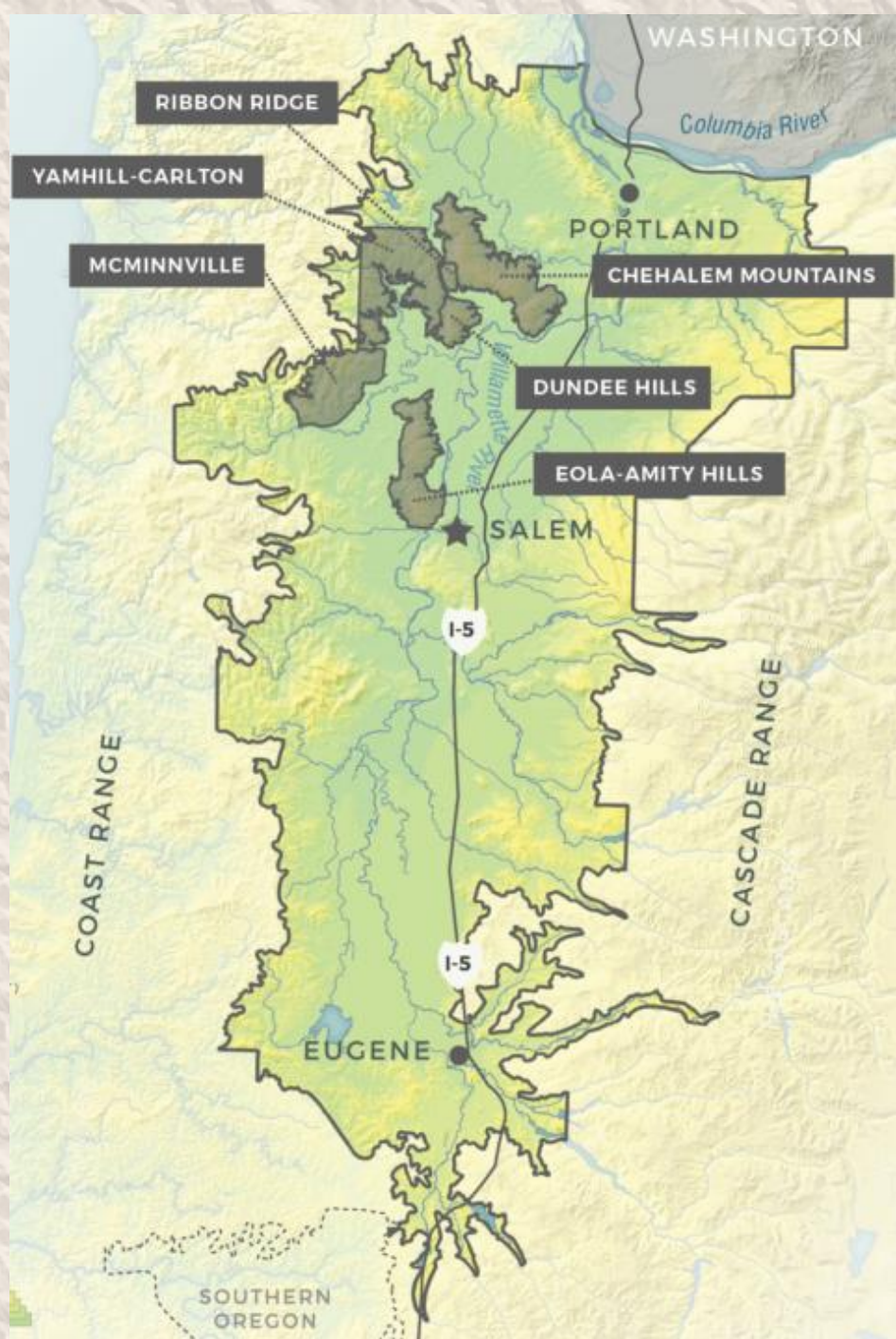


Insuring the Reputation of Willamette Valley Wines

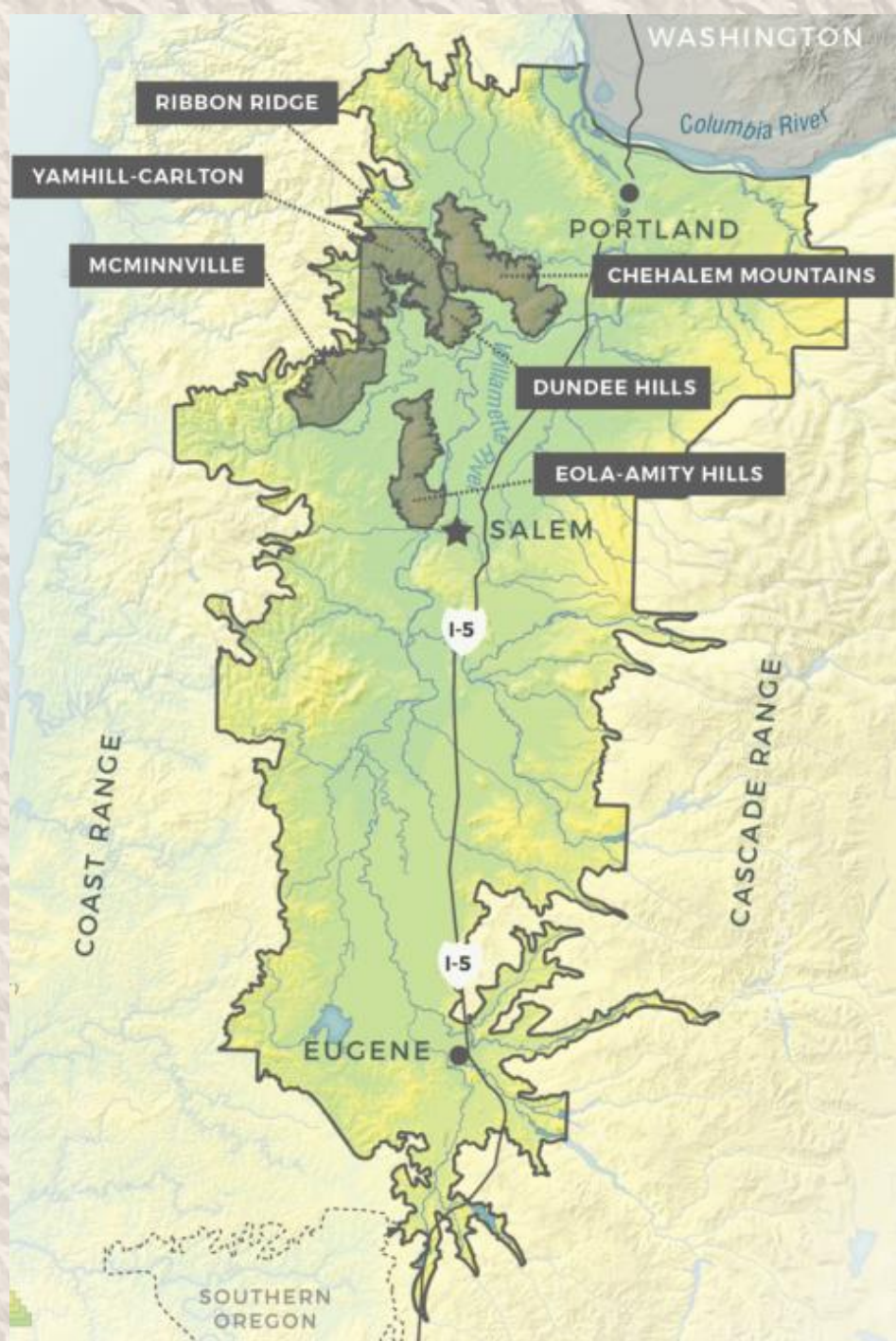


The Willamette Valley AVA was approved in 1983.

The six existing nested AVAs were approved from Nov 2004 to Nov 2006.

Four more petitions for AVAs nested in the Willamette Valley are already at the TTB and have been “perfected”.

Others are waiting in the wings.



With 10 – or 20 – AVAs nested in the Willamette Valley, could we lose the association of Willamette Valley with quality wines?



July 11, 2017

#1) Creating a new AVA- 11 votes

- Potential names; Willamette Hill, Willamette Hillside
- Would include PN blends that encompass existing AVA's

#2) Willamette Valley Premium Brand- 5 votes

- This brand would have parameters
- Only to be used on certain wines

#3) Create a private Organization- 3 votes

- To include a tasting panel to determine quality

#4) Conjunctive Labeling Requirement- 4 votes

- Example- W.V. Yamhill-Carlton AVA
- This would be a legislative move

#5) Willamette Valley Wineries Associations promote sub-AVAs- 5 votes

- Current organization focuses mostly on Oregon or Willamette Valley

#6) Require Pinot Bottlings to be 100% Pinot Noir and 100% on Chardonnay- 10 votes

#7) Enforce W.V. wine being bottled only in Oregon- 10 votes

#8) Address the issue of out of state grape tax- 10 votes

- Legislative issue

But two proposals constitute “low hanging fruit.”

- Conjunctive Labeling
- Requiring 100% varietal content in our Pinot noirs and Chardonnays

Conjunctive Labeling



WILLAMETTE
VALLEY WINE



OREGON WINE
PORTLAND
SYMPOSIUM

What is conjunctive labeling?

Conjunctive Labeling is the requirement to include a larger, prominent appellation of origin on a wine label when using a smaller appellation to fulfill the TTB appellation labeling requirement.

2015 | PINOT NOIR

SONOMA COUNTY
S O C O
BARREL AUCTION


KOSTA BROWNE

SONOMA COAST

ALC. 14.6% BY VOL.

SONOMA COUNTY

Font need to be 2mm or larger in size



WILLAMETTE
the pinot noir auction

ADELSHEIM VINEYARD
2016 PINOT NOIR | *The Road Blocks*

bottle # _____ of _____



LOT #21 | 120 BOTTLES PRODUCED
ADELSHEIM VINEYARD

2016 PINOT NOIR | *The Road Blocks*
CALKINS LANE VINEYARD | CHEHALEM MOUNTAINS AVA

PRODUCED AND BOTTLED BY
ADELSHEIM VINEYARD | NEWBERG, OREGON
WILLAMETTE VALLEY

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

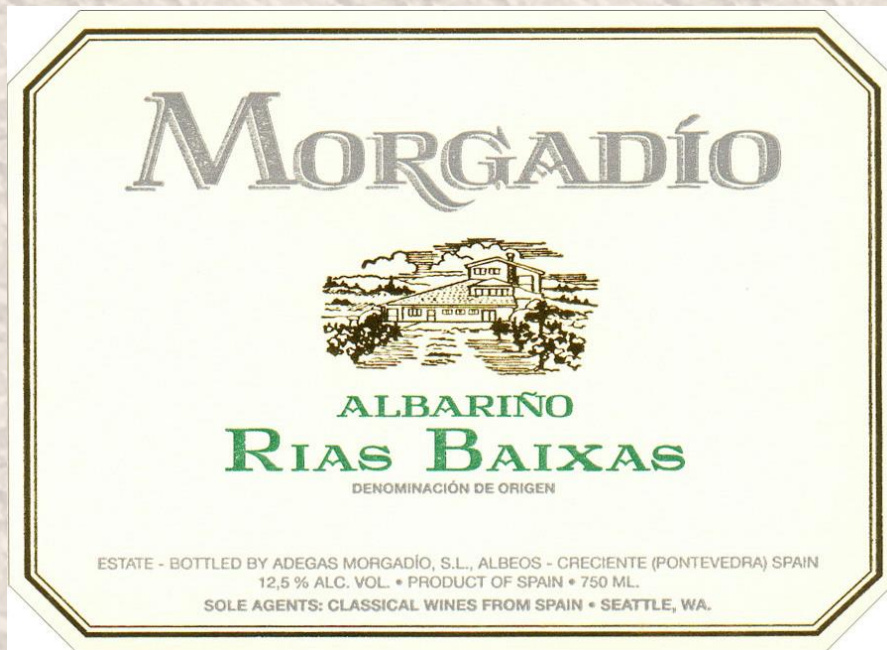
750ML CONTAINS SULFITES ALC. 13.5% BY VOL.

Requiring 100% Varietal Content for WV Pinot noir and Chardonnay

What is 100% Varietal Content?

It requires that 100% of the grapes in a wine come from the variety named on the label.

This is a rarely used concept in the wine world.



As far as we know, Rias Baixas Albariño is the only appellation to require 100% of the grapes used in a wine, so labeled, be Albariño.

The U.S. Federal rule for most varieties requires only 75% of the named grape.

European Union rules require 85%.

The Oregon wine industry created the OLCC Rule that requires 90% for all but 18 varieties.

Question still to be answered:

Rule or law?

Listening Tour

We have been asked by the Board of the Willamette Valley Wineries Association to meet with all interested parties and listen to the full range of opinions about these two proposals.

By the end of April, we hope to have heard from as many people as possible and to return to the Board of the WVWA with our recommendations.

If you have opinions you want us to hear, please find us during this Symposium. They could be opinions in favor, in opposition, or nuanced.

You could also call or email us with your opinions.

Thanks for your time today.

Ken Wright & David Adelsheim