

Oregon welcomes you.

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wine BOARD



SOURCES:

2021 Oregon Vineyard and Winery Report

The Economic Impact of the Wine and Wine Grape Industries on the Oregon Economy, 2019-2020

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

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

OREGON WINE INDEX

Number of wineries in Oregon: 995

Number of vineyards in Oregon: 1,370

Sum of all economic activity in Oregon related directly
or indirectly to wine: \$7.2 billion

Increase in estimated wine-related jobs in Oregon from
2016 to 2019: 35%

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

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 2021: 6%

Oregon's share of Wine Enthusiast Magazine's Top 100
list in 2021: 5%

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

Oregon's share of global wine production: 0.2%

Average price Oregon wine in retail stores,
2021: \$16.66 per bottle

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%

Increase in the economic impact of wine-related tourism in Oregon from 2016 to 2019:
17% (or \$1.9 billion)

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 in retail stores:
\$16.72 per bottle

Factor by which Oregon wines commanded a premium price compared to the national average of \$8.19:
More than 2x

Total case sales of Oregon wine: 4.69 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: 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 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
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 | 8. McMinnville |
| 3. Chehalem Mountains | 9. Eola-Amity Hills |
| 4. Tualatin Hills | 10. Van Duzer Corridor |
| 5. Laurelwood District | 11. Mount Pisgah (proposed) |
| 6. Ribbon Ridge | 12. Lower Long Tom |
| 7. Dundee Hills | |

Southern Oregon AVA

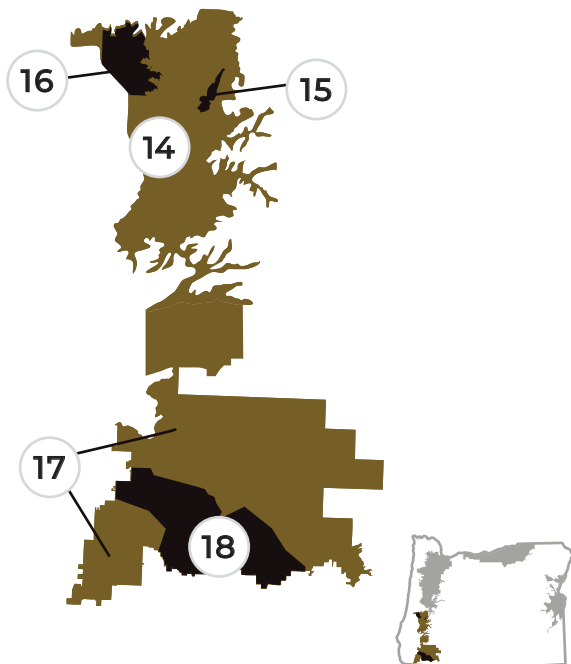
Established: 2005

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

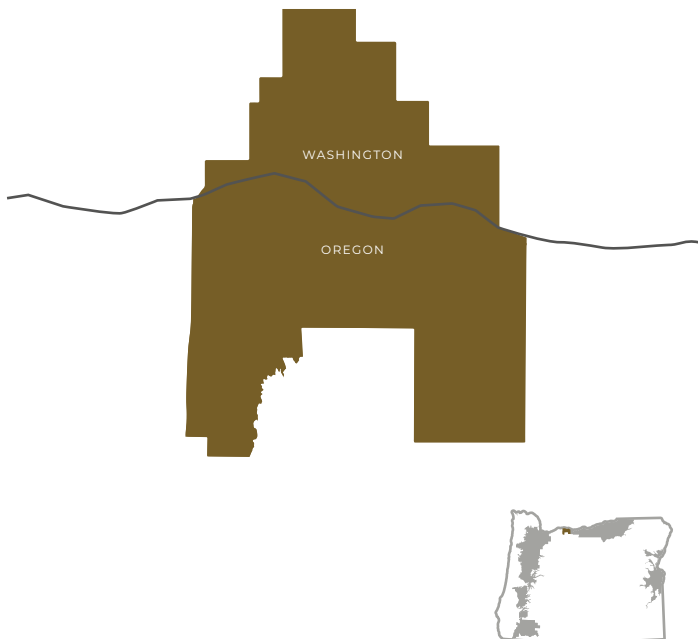
Established: 2004

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

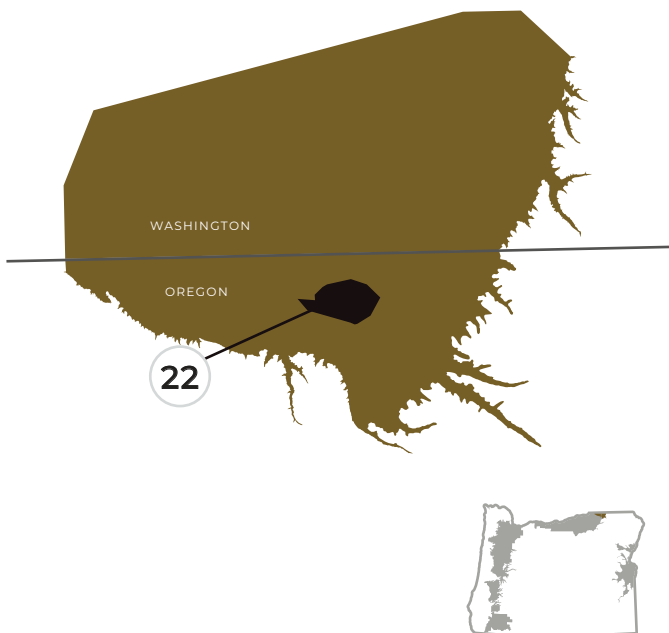
Established: 1984

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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