

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**
- **Compensation 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 2023 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	78	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	Respondents/Percentage
Yes	91 (85.05%)
No	16 (14.95%)
Total Respondents	107 (100%)

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

EXECUTIVE AVERAGE SALARIES AND MEDIAN SALARIES, BY POSITION, 2018-2023.					
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, 2018-2023.				
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)	7\$9,991 (46)	\$62,239 (18)
Viticulturist/ Vineyard Manager	\$99,581 (4)	\$71,436 (33)	\$77,250 (8)	\$81,080 (33)

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](#)

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 not addressed in either the Wine Business Monthly survey or the Oregon Wine Labor Survey.
- Final Note: Higher participation means levels mean better information!

QUESTIONS?

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