An aerial photograph of a vast vineyard in Oregon, showing rows of grapevines planted on terraced hillsides. The vines are in a dormant state, appearing as dark, straight lines against the green grass. The hills are rolling and the perspective is from a high angle, looking down the length of the vineyard rows.

Oregon Wine Symposium
Portland, OR
February 20, 2018

What's Next for Oregon?

Richard Mendelson

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The U.S. Appellation System:

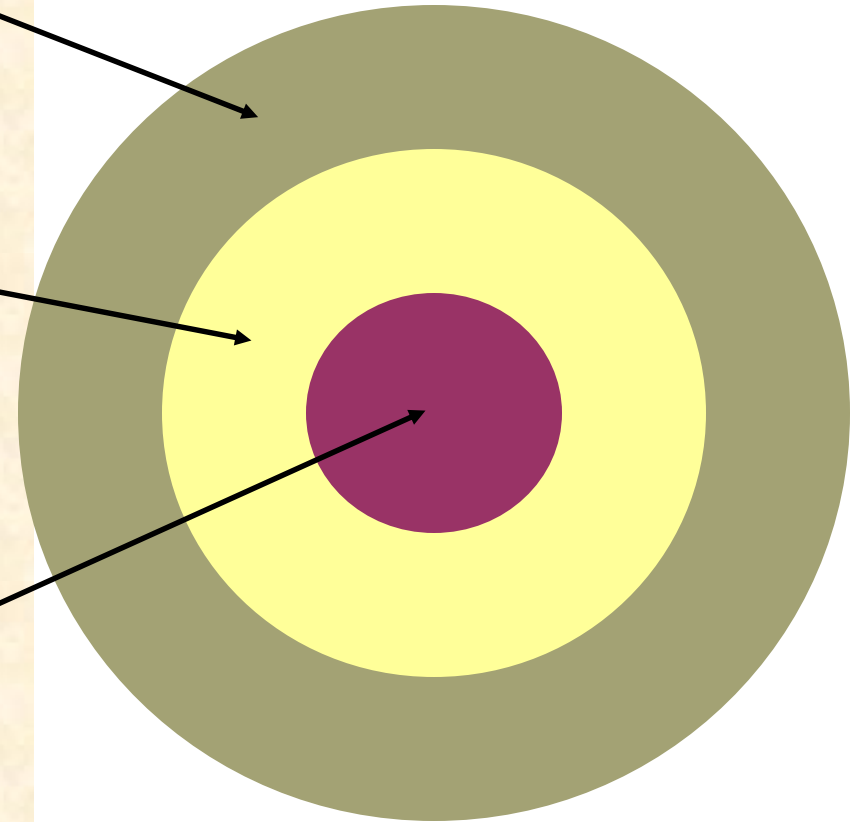
Federal law (27 CFR §4.25, 9.1 et seq.); effective 1983

- **Political Appellation**
(US, state, county)
 - 75% grape source rule
 - “fully finished” requirement

- **American viticultural area (AVA)**
 - 85% grape source rule
 - 95% with vineyard designation
 - “fully finished” in state(s) in which AVA is located

- **Estate Bottled**
 - 100% grape source rule

27 CFR 4.25, 4.26



The U.S. Appellation System:

State law

Oregon:

OAR 845-010-0920: If the appellation of origin claimed or implied anywhere on a wine label is "Oregon," the name of one or more of its counties, or the name of an AVA wholly within Oregon, then all grapes used in the production of the wine must have been grown in Oregon, and 95 percent of the grapes used in the production of the wine must have been grown within the defined boundaries of that appellation of origin.

California:

Cal. Codes Regs., tit. 17, §17015: A grape wine shall be entitled to the appellation of origin "California" or a geographical subdivision thereof only if 100 percent of its volume is derived from fermented juice of fruit grown within California.

AVA Establishment

240 AVAs in 32 States

Subpart C—Approved American Viticultural Areas

\$9.21	General.	\$9.83	Lake Erie.	\$9.143	Spring Mountain District.	\$9.204	Tracy Hills.
\$9.22	Augusta.	\$9.84	Paso Robles.	\$9.144	Texas High Plains.	\$9.205	Chehalem Mountains.
\$9.23	Napa Valley.	\$9.85	Willow Creek.	\$9.145	Dunnigan Hills.	\$9.206	Shawnee Hills.
\$9.24	Chalone.	\$9.86	Anderson Valley.	\$9.146	Lake Wisconsin.	\$9.207	Outer Coastal Plain.
\$9.25	San Pasqual Valley.	\$9.87	Grand River Valley.	\$9.147	Hames Valley.	\$9.208	Snake River Valley.
\$9.26	Guenoc Valley.	\$9.88	Pacheco Pass.	\$9.148	Seiad Valley.	\$9.209	Calistoga.
\$9.27	Lime Kiln Valley.	\$9.89	Umpqua Valley.	\$9.149	St. Helena.	\$9.210	Lehigh Valley.
\$9.28	Santa Maria Valley.	\$9.90	Willamette Valley.	\$9.150	Cucamonga Valley.	\$9.211	Swan Creek.
\$9.29	Sonoma Valley.	\$9.91	Walla Walla Valley.	\$9.151	Puget Sound.	\$9.212	Leona Valley.
\$9.30	North Coast.	\$9.92	Madera.	\$9.152	Malibu-Newton Canyon.	\$9.213	Snipes Mountain.
\$9.31	Santa Cruz Mountains.	\$9.93	Mendocino.	\$9.153	Redwood Valley.	\$9.214	Haw River Valley.
\$9.32	Los Carneros.	\$9.94	Howell Mountain.	\$9.154	Chiles Valley.	\$9.215	Lake Chelan.
\$9.33	Fennville.	\$9.95	Clarksburg.	\$9.155	Texas Davis Mountains.	\$9.216	Upper Mississippi River Valley.
\$9.34	Finger Lakes.	\$9.96	Mississippi Delta.	\$9.156	Diablo Grande.	\$9.217	Happy Canyon of Santa Barbara.
\$9.35	Edna Valley.	\$9.97	Sonoma.	\$9.157	San Francisco Bay.	\$9.218	Sierra Pelona Valley.
\$9.36	McDowell Valley.	\$9.98	Monterey.	\$9.158	Mendocino Ridge.	\$9.219	Antelope Valley of the California High Desert.
\$9.37	California Shenandoah Valley.	\$9.99	Clear Lake.	\$9.159	Yorkville Highlands.	\$9.220	Pine Mountain-Cloverdale Peak.
\$9.38	Cienega Valley.	\$9.100	Mesilla Valley.	\$9.160	Yountville.	\$9.221	Fort Ross-Seaview.
\$9.39	Paicines.	\$9.101	The Hamptons, Long Island.	\$9.161	Oak Knoll District of Napa Valley.	\$9.222	Naches Heights.
\$9.40	Leelanau Peninsula.	\$9.102	Sonoma Mountain.	\$9.162	Sta. Rita Hills.	\$9.223	Coombsville.
\$9.41	Lancaster Valley.	\$9.103	Mimbres Valley.	\$9.163	Salado Creek.	\$9.224	Wisconsin Ledge.
\$9.42	Cole Ranch.	\$9.104	South Coast.	\$9.164	River Junction.	\$9.225	Middleburg Virginia.
\$9.43	Rocky Knob.	\$9.105	Cumberland Valley.	\$9.165	Applegate Valley.	\$9.226	Inwood Valley.
\$9.44	Solano County Green Valley.	\$9.106	North Yuba.	\$9.166	Diamond Mountain District.	\$9.227	Ancient Lakes of Columbia Valley.
\$9.45	Suisun Valley.	\$9.107	Lodi.	\$9.167	Red Mountain.	\$9.228	Indiana Uplands.
\$9.46	Livermore Valley.	\$9.108	Ozark Mountain.	\$9.168	Fair Play.	\$9.229	Elkton Oregon.
\$9.47	Hudson River Region.	\$9.109	Northern Neck George Washington Birthplace.	\$9.169	Red Hills Lake County.	\$9.230	Ballard Canyon.
\$9.48	Monticello.	\$9.110	San Benito.	\$9.170	Long Island.	\$9.231	Moon Mountain District Sonoma County.
\$9.49	Central Delaware Valley.	\$9.111	Kanawha River Valley.	\$9.171	San Bernabe.	\$9.232	Big Valley District-Lake County.
\$9.50	Temecula Valley.	\$9.112	Arkansas Mountain.	\$9.172	West Elks.	\$9.233	Kelsey Bench-Lake County.
\$9.51	Isle St. George.	\$9.113	North Fork of Long Island.	\$9.173	Rockpile.	\$9.234	Upper Hiwassee Highlands.
\$9.52	Chalk Hill.	\$9.114	Old Mission Peninsula.	\$9.174	Yadkin Valley.	\$9.235	Malibu Coast.
\$9.53	Alexander Valley.	\$9.115	Ozark Highlands.	\$9.175	Dos Rios.	\$9.236	Manton Valley.
\$9.54	Santa Ynez Valley.	\$9.116	Sonoma Coast.	\$9.176	Capay Valley.	\$9.237	Eagle Peak Mendocino County.
\$9.55	Bell Mountain.	\$9.117	Stags Leap District.	\$9.177	Alexandria Lakes.	\$9.238	Adelaida District.
\$9.56	San Lucas.	\$9.118	Ben Lomond Mountain.	\$9.178	Columbia Gorge.	\$9.239	Creston District.
\$9.57	Green Valley of Russian River Valley.	\$9.119	Middle Rio Grande Valley.	\$9.179	Southern Oregon.	\$9.240	El Pomar District.
\$9.58	Carmel Valley.	\$9.120	Sierra Foothills.	\$9.180	Dundee Hills.	\$9.241	Paso Robles Estrella District.
\$9.59	Arroyo Seco.	\$9.121	Warren Hills.	\$9.181	McMinville.	\$9.242	Paso Robles Genesee District.
\$9.60	Shenandoah Valley.	\$9.122	Western Connecticut Highlands.	\$9.182	Ribbon Ridge.	\$9.243	Paso Robles Highlands District.
\$9.61	El Dorado.	\$9.123	Mt. Veeder.	\$9.183	Yamhill-Carlton.	\$9.244	Paso Robles Willow Creek District.
\$9.62	Loramie Creek.	\$9.124	Wild Horse Valley.	\$9.184	Trinity Lakes.	\$9.245	San Juan Creek.
\$9.63	Linganore.	\$9.125	Fredericksburg in the Texas Hill Country.	\$9.185	Texoma.	\$9.246	San Miguel District.
\$9.64	Dry Creek Valley.	\$9.126	Santa Clara Valley.	\$9.186	Niagara Escarpment.	\$9.247	Santa Margarita Ranch.
\$9.65	North Fork of Roanoke.	\$9.127	Cayuga Lake.	\$9.187	Covelo.	\$9.248	Templeton Gap District.
\$9.66	Russian River Valley.	\$9.128	Seneca Lake.	\$9.188	Horse Heaven Hills.	\$9.249	The Rocks District of Milton-Freewater.
\$9.67	Catoctin.	\$9.129	Arroyo Grande Valley.	\$9.189	High Valley.	\$9.250	Fountaingrove District.
\$9.68	Merritt Island.	\$9.130	San Ysidro District.	\$9.190	Red Hill Douglas County, Oregon.	\$9.251	Squaw Valley-Miramonte.
\$9.69	Yakima Valley.	\$9.131	Mt. Harlan.	\$9.191	Ramona Valley.	\$9.252	Eagle Foothills.
\$9.70	Northern Sonoma.	\$9.132	Rogue Valley.	\$9.192	Wahluke Slope.	\$9.253	Los Olivos District.
\$9.71	Hermann.	\$9.133	Rutherford.	\$9.193	Rattlesnake Hills.	\$9.254	Lamorinda.
\$9.72	Southeastern New England.	\$9.134	Oakville.	\$9.194	San Antonio Valley.	\$9.255	Loess Hills District.
\$9.73	Martha's Vineyard.	\$9.135	Virginia's Eastern Shore.	\$9.195	Alta Mesa.	\$9.256	Lewis-Clark Valley.
\$9.74	Columbia Valley.	\$9.136	Texas Hill Country.	\$9.196	Borden Ranch.	\$9.257	Tip of the Mitt.
\$9.75	Central Coast.	\$9.137	Grand Valley.	\$9.197	Clements Hills.	\$9.258	Champlain Valley of New York.
\$9.76	Nights Valley.	\$9.138	Benmore Valley.	\$9.198	Cosumnes River.	\$9.259	Willcox.
\$9.77	Altus.	\$9.139	Santa Lucia Highlands.	\$9.199	Jahant.	\$9.260	Appalachian High Country.
\$9.78	Ohio River Valley.	\$9.140	Atlas Peak.	\$9.200	Mokelumne River.	\$9.261	Petaluma Gap
\$9.79	Lake Michigan Shore.	\$9.141	Escondido Valley.	\$9.201	Sloughhouse.		
\$9.80	York Mountain.	\$9.142	Bennett Valley.	\$9.202	Eola-Amity Hills.		
\$9.81	Fiddletown.			\$9.203	Saddle Rock-Malibu.		
\$9.82	Potter Valley.						

AVA Petitions

as revised in TTB T.D.-90 (1/20/11), 27 CFR §9.12

- Establishment of an AVA in general
 - 1) Name evidence
 - 2) Boundary evidence, tied to the name
 - 3) Distinguishing viticultural features
 - i. Climate
 - ii. Geology
 - iii. Soils
 - iv. Physical features
 - v. Elevation
 - 4) Maps and boundary description

- AVAs within AVAs (“nested AVAs”)

- Modification of an existing AVA

Evolution Toward Nested AVAs

Examples:

- Napa Valley
- Paso Robles
- Willamette Valley



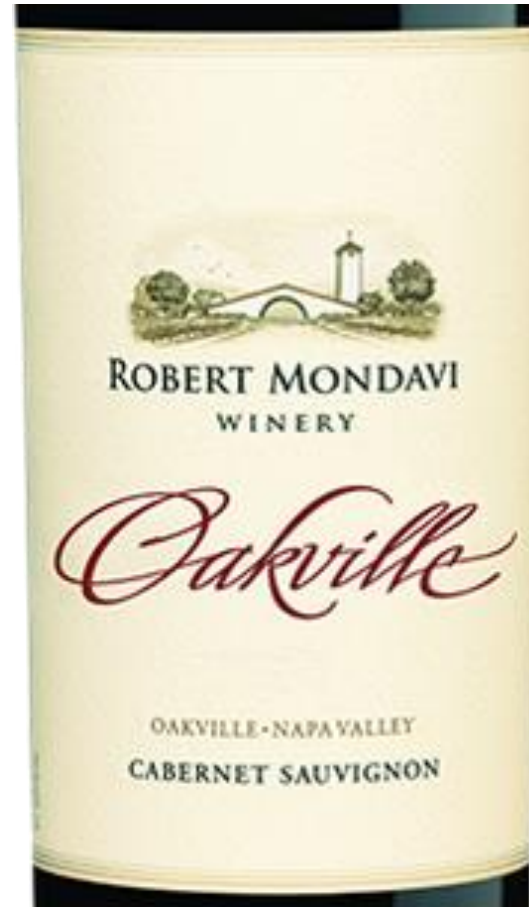
Appellation Hierarchy:

Old World model

COUNTRY	REGION	DISTRICT	COMMUNE	VINEYARD
FRANCE	Bordeaux	Médoc	Pauillac	Ch. Lafite
	Burgundy	Côte de Nuits	Gevrey-Chambertin	Clos de Bèze
	Alsace	-	-	-
	Rhône	Châteauneuf-du-Pape	-	Ch. Fortia
	Loire	Anjou-Côteaux du Layon	-	Quarts de Chaume
GERMANY	Rhine	Rheinhessen	Nierstein	Hipping
	Mosel – Saar – Ruwer	Mittel – Mosel	Graach	Himmelreich

Source: **London Wine & Spirit Education Trust**: The Naming of Wine Producing Areas

Conjunctive Labeling

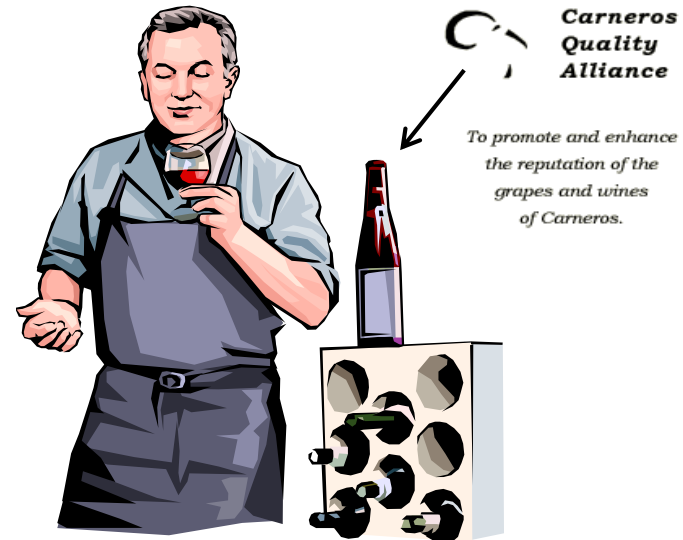


AVA Critiques

1. No size standards.

COUNTRY	REGION	DISTRICT	COMMUNE	VINEYARD
FRANCE	Bordeaux	Médoc	Pauillac	Ch. Lafite
	Burgundy	Côte de Nuits	Gevrey-Chambertin	Clos de Bèze

2. No quality criteria.



AVA Critiques (continued)

- Not 100% grape origin.

“Dr. Ed” Wawszkiewicz (*Wawszkiewicz v. Dep’t of Treasury*, 670 F.2d 296 (D.C. Cir. 1981))

Evolution of American Wine Appellations

- ❑ Vineyard designations: the lessons of Tokalon
- ❑ Varietal focus
- ❑ 100% grape origin
- ❑ Certifications (logo)

Napa Valley Grapegrowers Plan Registry of Historic Vineyards

Andy Beckstoffer's latest look at Napa's historic properties hopes to register sites from the 19th century

Lynn Alley

Posted: February 4, 2009



Varietal Focus



“MADE & BOTTLED BY THE CELLARS OF THE CARNEROS QUALITY ALLIANCE”

Varietal Focus: Pinot Noir Aromatics

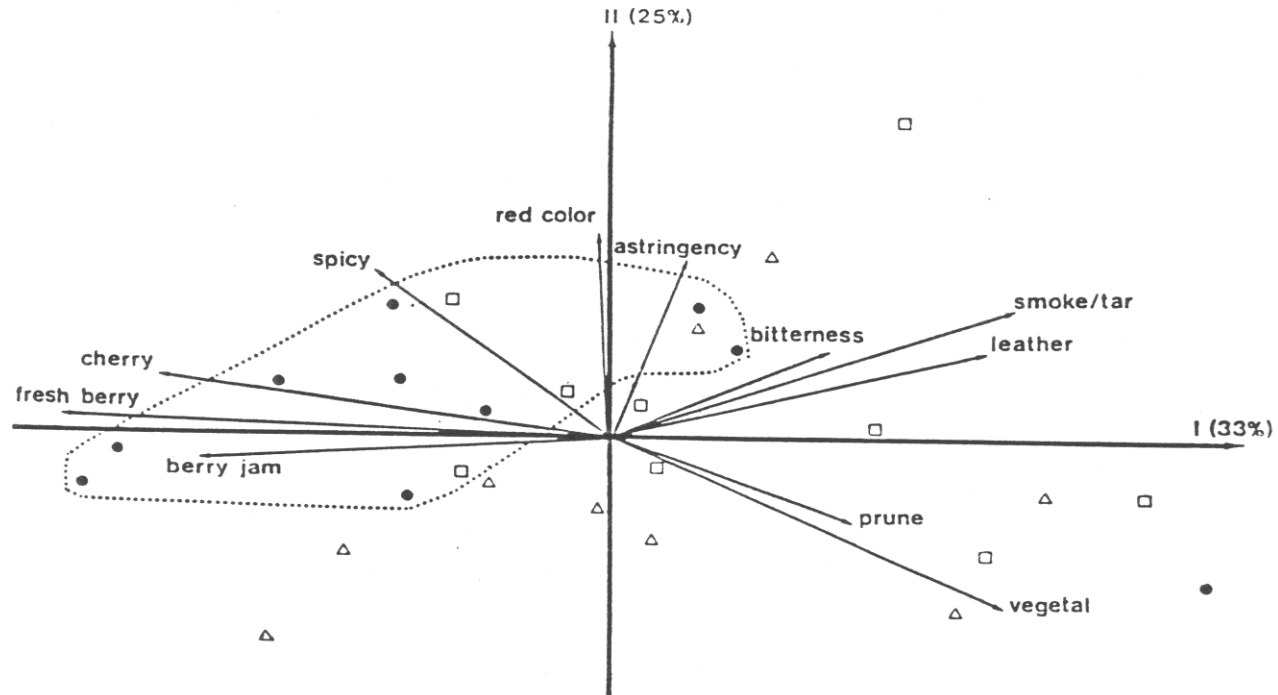


Figure 1

Figure 1. Principal component analysis of the mean ratings of the 28 wines for 11 attributes. The first two principal components are shown. The attribute vectors and the 28 wines with their code Carneros (●), Napa (□), or Sonoma (△), are plotted.

100% Grape Origin

Certification Mark



Certifications

"Owl Seal"

MONTELLE

1988

"BRUT"

AUGUSTA



Awarded Owl Seal by
Augusta Wine Board

Vignoles

extra dry white
table wine

Coyote Crossing Vineyard

PRODUCED & BOTTLED BY MONTELLE WINERY
AUGUSTA, MISSOURI • ALC. 12% BY VOL.
CONTAINS SULFITES .

168



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Thank You

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