



OREGON
WINE

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State's Wineries Ready For Oregon Wine Month *Promotions, Events Highlight Focus on \$3 Billion Industry*

PORTLAND, April 25, 2013 — Oregon's 450-plus wineries are preparing to kick off [Oregon Wine Month](#), a month-long focus on the state's \$3 billion industry next week. Dozens of promotions, tasting and other activities are planned by wineries and wine retailers in the state, culminating in the annual Memorial Day Weekend Open House when most of the state's wineries are open for public tastings.



Oregon wine will be made especially visible at the state's leading food and beverage retailers where many are planning special promotions and pricing during the entire month of May.

One of the highlights of the month will be a five-part series on [Northwest Vine Time](#) devoted exclusively to Oregon wine. Host Brian Bushlach will interview a number of industry members for shows airing throughout the month. In addition to the flagship station, KXL FM 101 in Portland, the shows will also air on KIRO in Seattle, KPNW in Eugene, KFLS in Klamath Falls, KTIL in Tillamook, KWRO in Coos Bay, KLOO in Corvallis, KCMX in Medford and KACI in The Dalles. The shows begin airing on April 28.

Oregon restaurants participating in the [Superior Cellars Awards](#) program will be featuring Oregon wine during the month of May with some offering special promotions. The Superior Cellar Awards is a joint effort between the [Oregon Wine Press](#) and the [Oregon Wine Board](#) (OWB). Superior Cellars provides consumer guidance on restaurants that feature diverse and broad selections of Oregon wines on their wine lists.

Some wineries will be participating in an OWB promotional program with giveaways of backpacks filled with gifts such as T-shirts, wine growlers, gift certificates and wine glasses among other prizes.

Wineries will also be on the lookout for Oregon Wine Country license plates. The specialty plates will celebrate their first year anniversary in May. More than 5,000 license plates have been sold so far, according to the Oregon Department of Motor Vehicles.

May is chock full of events and activities highlighting Oregon wine. Among the activities on the calendar are:

- **May 4** – [Umpqua Valley Barrel Tour](#).
- **May 4** – [Yamhill Carlton AVA Tasting](#) at Anne Amie Vineyards.
- **May 4** – [Second Annual Chardonnay Symposium](#) at Red Ridge Farms and Durant Vineyards.
- **May 18** – [Seaside Downtown Wine Walk](#).
- **May 18-19** – [Columbia Gorge Wine](#) and Pear Fest.
- **May 19** – [Applegate Valley Uncorked](#).
- **May 25** – [Upper Rogue Valley Vintners](#) “Roam the Rogue.”
- **May 25-27** – Memorial Day Weekend Open House.

About OWB:

The Oregon Wine Board (OWB) is a semi-independent Oregon state agency managing marketing, research and education initiatives that support and advance the Oregon wine and wine grape industry. The Board works on behalf of all Oregon wineries and independent growers throughout the state’s diverse winegrowing regions.

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