



OREGON
WINE

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Oregon Wine License Plate Sales Top 6,000 Mark *Specialty Plate Is Second Fastest Selling First Year of Sales*

PORTLAND, May 15, 2013 — Oregon's Wine Country license plate turns a year old today and it's turning into a big hit with Oregonians who have placed more than 6,000 sets of the specialty plates on their vehicles in the first year.

Oregon's Wine Country plates officially went on sale in May 2012. The plates were authorized by the Oregon Legislature in 2011 and are the first specialty license plates to recognize wine production by any state in the U.S.



“The popularity of the Wine Country license plates is another indicator of the support that the Oregon wine industry enjoys with the citizens of the state,” said Leigh Bartholomew, chairwoman of the Oregon Wine Board. “We are flattered and grateful for such a strong showing of support during the first year of sales.”

Through the end of April, 6,022 sets of Oregon Wine Country plates have been sold, according to the Driver and Motor Vehicle Services Division (DMV). This ranks second to only the Crater Lake specialty plates' annual sales. The Crater Lake plates continue to be the state's most popular specialty plate, selling 11,178 in 2012. The Wine Country plates edged out the Pacific Wonderland plates on an annual sales basis.

Net proceeds from this program are earmarked to directly support tourism and culinary efforts throughout the state. Oregon's tourism agency, Travel Oregon, administers the grant program which will open in the Spring of 2014. Details of the grant opportunities will be posted on Industry.TravelOregon.com later this year.

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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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