



## WILLAMETTE VALLEY WINE

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### FOR IMMEDIATE RELEASE

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## WILLAMETTE VALLEY TASTING ROOMS PREPARE TO REOPEN

*Portland, Ore. - May 13, 2020* - On May 7th, Oregon Governor Kate Brown announced the plans for the [Phase One](#) reopening of Oregon wineries and tasting rooms as early as May 15th. In preparation, the [Willamette Valley Wineries Association](#) (WVWA), is working with its membership to ensure wineries and tasting rooms are armed with the requisite precautions to ensure both consumers and employees stay as safe as possible amid Covid-19 concerns. The WVWA membership is following the protocols laid out by the State of Oregon.

“The timeframe for tasting rooms reopening still remains uncertain,” said Executive Director of the WVWA Morgen McLaughlin. “The Willamette Valley’s individual counties must submit a plan to the state government for final approval. May 15th is the earliest some wineries could open,” said McLaughlin. “Most importantly we are encouraging a gradual and thoughtful reopening of our region.”

Requisite changes to tasting room protocols include (but are not limited to):

- Ensuring employees with any respiratory illness stay home.
- Determining maximum occupancy at each tasting room to maintain physical distancing of six feet between parties.
- Limiting associated groups to 10 people or fewer.
- Prohibiting counter and bar seating.
- Frequently disinfecting all common areas and touch points.



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Suggested changes to tasting room protocols include (but are not limited to):

- Encouraging reservations.
- Expanding outdoor seating areas if possible.
- Assigning a designated greeter to manage customer flow and monitor distancing.

In an effort to help communicate to consumers which wineries will open and when, the WVWA has created a new [resource page](#). WVWA will only include wineries who have provided new protocols, contact details and consumer information on their websites.

“When wine tasting rooms do open, we encourage consumers to call each winery for further information and details before visiting,” continued McLaughlin. “As much as the first few months may be far from business as customary, I have no doubt each winery will work hard to create the most authentic Willamette Valley experience as possible, with safety of guests and personnel our top priority.”

For more information on the Willamette Valley, open wineries, safety precautions, etc., and event status, please visit [willamettewines.com](http://willamettewines.com).

### About the Willamette Valley Wineries Association

*The WVWA is a nonprofit industry association dedicated to achieving recognition for Oregon’s acclaimed Willamette Valley as a premium Pinot noir–producing region. The WVWA has more than 230 members representing wineries, tasting rooms, and vineyards throughout the Willamette Valley. Memorial Weekend in the Wine Country and Wine Country Thanksgiving are the two oldest WVWA–sponsored touring events in Oregon. The organization also hosts Willamette: the Pinot Noir Auction, an annual, trade-only wine auction in April. Visit [www.willamettewines.com](http://www.willamettewines.com) for more info.*

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