



WILLAMETTE
VALLEY WINE

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FOR IMMEDIATE RELEASE

OREGON WINE COUNTRY GREETES WINTER WITH WARM SPIRIT AND COZY TASTING ROOMS

-Cellar Season Means Tranquil Bliss in the Willamette Valley-

Portland, Ore. - Dec 18, 2018 - For wine lovers seeking a Willamette Valley experience free of peak-season hustle and bustle, Cellar Season presents an ideal opportunity. Beginning the first of the New Year and continuing until the onset of spring, this season is both relaxed and vibrant, full of unique offerings to learn, discover, explore and simply enjoy the glow.

Visitors are treated to open country roads, quiet tasting rooms and casual one-on-one time with winemakers. The holiday rush gives way to irresistible fireplaces and mellow cellars where just-barreled wines come of age. There's a quiet and contagious energy to the Cellar Season, from the neatly pruned vineyard rows and moody sunsets to the newly invigorated winemaking community, fresh off another outstanding vintage.

A soothing soundtrack and beautiful addition to our valley landscape, the rain also nurtures our dormant vines and ensures a healthy foundation for the growing season to come. Here, rain is something to celebrate, says WVWA Executive Director Morgen McLaughlin, adding, "When it rains, we pour!"

Cellar Season events emphasize intimate tastings, delightful pairings and educational events:



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- Pairing dinners, such as Lange's Winter Wine Dinner Series, celebrate both our wine and our talented local chefs
- Seminars, like the foundational See, Smell, Sip series at Brooks, offer the chance to deepen your wine knowledge
- Seasonal festivals include the Truffle Festival and Oregon Chardonnay Celebration, where visitors can discover even more of the Valley's treasures

New releases like rosés, dessert wines and the Willamette Valley's signature Pinot noir further accentuate the sense of excitement the season brings. "It's an incredible time to acquaint yourself with a new wine or winery as distractions are few and far between," says McLaughlin.

Brought to you by the WVWA, Cellar Season manages to pair beloved wines with extraordinarily peaceful surroundings. The year's harvest is busy aging in barrel while tasting rooms are humming with new wines, fresh winemaking stories and the calm majesty of the offseason. For more information about the Willamette Valley and Cellar Season events, please visit www.willamettewines.com/cellar-season.

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About the WVWA

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 May. Visit www.willamettewines.com for more info.

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