



WILLAMETTE VALLEY WINE

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FOR IMMEDIATE RELEASE

MAY IN WINE COUNTRY WELCOMES TASTERS TO THE VALLEY

The Memorial Weekend Tradition Continues as May in Wine Country with COVID-Friendly Events

Portland, Ore. (April 7, 2021) - Willamette Valley wine country is greeting spring with its 37th consecutive installment of tastings and events celebrating Memorial Day Weekend and the entire month of May. While the layout will look a little different this year, May in Wine Country continues as the region's toast to another growing season as well as the start of summer tourism.

May marks a special time of year in the Willamette Valley, with vineyard rows sprouting to life, taking in the longer, warmer days. Flowers of all kinds bloom from every fold of the map and rainy days give way to sunny afternoons, urging people outside, glass in hand. Incredible wines accompany the invigorating season, along with lawn games, special offers and unique gatherings, all designed around proper pandemic protocol.

"It's with great eagerness and care that we invite our many supporters back to wine country for some seasonal fun," says Morgen McLaughlin, Executive Director of the Willamette Valley Wineries Association (WVWA). "In many ways, the adjustments we've had to make in light of COVID will make the tasting experience all the better. With smaller groups, more outdoor options and all the requisite mask wearing and distancing, visitors are likely to get a more personalized and intimate taste of the Valley. And, due to many virtual events and online offers, everyone, regardless of where they live, can enjoy Willamette Valley wines in May."

Many wineries are offering reservations and some are featuring drop-by service. May in Wine Country sees the Willamette Valley returning to some semblance of normalcy. The transition is a slow and mindful one, with WVWA members adhering to the tenets of social distancing and honoring the continued seriousness of the pandemic.

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Visitors to the region can attend an open house overlooking a stunning estate vineyard with a glass of rosé or enjoy a flight of wines from an outdoor patio. They can take in a wine and cheese pairing course or celebrate Mother's Day with some outstanding sparkling wine. Or they can enroll in a cooking class that deals in wine and oysters, or sign up for a gastronomical webinar that includes a corresponding bundle of wines and special ingredients for cooking.

With the pandemic still very much a part of daily life, note that all of these activities are fluid and subject to change. Willamette Valley wineries and tasting rooms are thrilled to reopen and are committed to doing so with public health and safety as top priority. Any of these events could be postponed or adjusted so it's best to contact individual wineries beforehand to confirm.

May is also Oregon Wine Month, a statewide promotion with an ode to the state's flourishing wine industry. This celebration complements May in Wine Country with additional special releases and one-of-a-kind events at wineries from every Oregon appellation, from The Rocks District of Milton-Freewater to the Willamette Valley. It's one of the best times of the year to take in just-released wines, limited-production offerings and scores of events that put both the quality and diversity of Oregon wine in the spotlight.

Those interested in May in Wine Country are advised to refer to [this link](#) to stay up to date on all COVID requirements as mandated by the state of Oregon. [Visit this link](#) for more information on May in Wine Country events. Willamette Valley winery special offers [can be found here](#). Lastly, a digital map of wineries partaking in May in Wine Country will be released soon [at this link](#).

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. The organization also hosts Willamette: The Pinot Noir Auction, an annual, trade-only wine auction. Visit www.willamettewines.com for more info.

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