

DOMAINE DROUHIN OREGON'S DAVID MILLMAN TO CHAIR THE FIFTH-ANNUAL WILLAMETTE: THE PINOT NOIR AUCTION ON APRIL 4, 2020

(September 23, 2019; Portland, Ore.)—David Millman, Managing Director of Domaine Drouhin Oregon, will chair the fifth-annual Willamette: The Pinot Noir Auction. The Auction takes place April 4, 2020 at the Allison Inn and Spa in Newberg, Oregon. Attended by wine-trade and media only, the Auction presents nearly 100 one-of-a-kind lots of Willamette Valley Pinot noir from the 2018 vintage, made in quantities of just 5, 10 or 20 cases. Since its inception in 2016, the Auction has become the Willamette Valley's most important trade event, raising a total of \$3.23 million to date to support the marketing and educational initiatives of the Willamette Valley Wineries Association.



Millman has played a prominent role in promoting Willamette Valley wines in the US and abroad since joining Domaine Drouhin Oregon in 2004. He has served as Board President of both the International Pinot Noir Celebration and Oregon Pinot Camp and has been active in the Salud Auction. Prior to coming to wine, David enjoyed a 20-year career in the music industry, heading publicity for I.R.S. Records and Giant Records, and later launching his own PR firm. “This is an incredibly exciting moment for Willamette Pinot noir,” said Millman. “Interest has never been higher, and this Auction is a dream opportunity to come, meet the producers, understand the 2018 vintage and see the very best Willamette has to offer. Some of the top retailers and restaurateurs in the world have come back every single year.”

Building on the success of the 2019 Auction, which raised nearly \$1.1 million, the 2020 Auction comes at an exciting time: Retail store sales of Oregon wine rose 12.4 percent in dollar value in 2018, far outdistancing overall industry growth of 1.5 percent, and Pinot noir sales were up 15.1 percent compared to an industrywide 2.5 percent. Simply put, people are excited about Oregon and Pinot noir.

Attendees are licensed wine sellers, including retailers, restaurateurs and wholesalers, invited personally by participating wineries. All proceeds from the Auction support the marketing, branding and education efforts of the Willamette Valley Wineries Association. If you are a licensed member of the wine trade and interested in attending, please visit the website: willamettewines.auction. For members of the press, please visit the media page to complete a Media Credential Request Form (willamettewines.auction/media/)

About the Willamette Valley Wineries Association

The Willamette Valley Wineries Association (WVWA) is a non-profit industry association dedicated to achieving recognition for Oregon's acclaimed Willamette Valley as a premier Pinot noir-producing region. Currently, the WVWA has nearly 250 members representing wineries and tasting rooms throughout the

Willamette Valley region from Portland to Eugene. To learn more about The Willamette Valley Wineries Association visit: willamettewines.com

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