



WILLAMETTE VALLEY WINE

CONTACT | Emily Petterson

EMAIL | emily@ekpmedia.com

PHONE | 503.550.8161

FOR IMMEDIATE RELEASE

WILLAMETTE VALLEY EMBRACES UPCOMING 2017 HARVEST

Association Website to Capture Seasonal Stir and Offer Getaway Package for One Lucky Winner

Portland, Ore. (September 14, 2017) -- The spirited annual wine country bustle otherwise known as harvest begins this week for many Willamette Valley producers, a kinetic period of grape picking, fruit sorting, press loading and barreling in an incredibly collaborative atmosphere unique to the Willamette Valley. In tandem with harvest, the Willamette Valley Wineries Association (WVWA) will bring the excitement of crafting yet another outstanding Oregon vintage directly to consumers via expanded web content.

The WVWA's new web page www.willamettewines.com/harvest will feature winemaker stories, blog posts, recipes, playlists and event listings — all revolving around harvest. Additionally, visitors to the website can enter- to-win a curated wine country package for two featuring lodging, a winemaker's dinner, dinner at a select Willamette Valley restaurant, wine tasting passes at select wineries, and \$150 toward a car rental. The contest will run until November 7, 2017.

"Harvest has been a place of gathering for a very long time," said Willamette Valley Wineries Association Executive Director Morgen McLaughlin. "It attracts all types from all over the place and is the culmination of months of effort in the vineyard. Long days working side-by-side in the name of Willamette Valley wine is something to behold, and creates lifelong bonds with incredible characters. This new website will finally allow us to share these special moments with Willamette Valley wine aficionados."

The region is adored for its Pinot noirs, a highly expressive variety that tends to reflect the personalities of those producing it. And just as no two vintners are exactly alike, every wine and winemaking approach in

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the Valley is unique. The WVWA looks to share these highly personalized stories and allow a peak behind the curtains of a colorful and world-renowned local industry, Wine Enthusiast's reigning Wine Region of the Year.

The familial nature of harvest also reaches beyond the intimate work environment of the cellar and into community meals, shared equipment and celebratory events open to all. And while wine is the main focus, harvest season includes the entire Willamette Valley farming community and their bountiful crop of outstanding produce. The age-old combination of good wine, good food and good company is on full display during this plentiful time of year.

"Harvest time is arguably one of the most fascinating stretches of the year in Oregon wine country," said McLaughlin. "Vineyards are set aglow by fall colors, winemakers are giddy with anticipation and interns from around the globe descend on the Valley to take part and learn from this celebrated ritual."

Harvest 2017 in the Willamette Valley commences this week and typically lasts through October. For the many people who can't experience this magical time firsthand, the WVWA will bring it to you via the recipes, Spotify music selections, gatherings and traditions the wine community relies upon every fall as the grapes come in. Track all things harvest 2017 and learn more about contest details [here](#). For social media fans, follow harvest conversations at #wvwin2017.

About the Willamette Valley Wineries Association

The WVWA is a non-profit industry association dedicated to achieving recognition for Oregon's acclaimed Willamette Valley as a premier 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 auction in May. Visit willamettewines.com for more information.