



WILLAMETTE VALLEY WINE

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FOR IMMEDIATE RELEASE

FALL 2023

New Openings, Story Ideas, and Events in Oregon's Willamette Valley Region

Autumn has arrived, bringing with it the much-anticipated harvest season. In the world of wine, this time of year is an exhilarating whirlwind of activity, where vineyards across the Valley witness the arrival of freshly plucked grape clusters onto their crush pads. From the quaint Lower Long Tom American Viticultural Area (AVA) to the picturesque Ribbon Ridge AVA, diligent winemakers attentively oversee their precious crop as it undergoes the transformative journey from fermentation to pressing and eventually finds its resting place in the cellar. This marks the culmination of yet another year in the Oregon wine industry, a continuously flourishing sector that garners ever more acclaim with each passing vintage.

The atmosphere during this season is characterized by crisp, cooler days, bustling winemaking facilities, and inviting tasting rooms that can finally breathe a sigh of relief after the summer rush. It's an enchanting period to explore wine country, with the hillsides aglow in vibrant foliage and the air buzzing with the energy of harvest. Winery staff eagerly welcome visitors for special tastings, eager to share insights about how the current vintage is evolving and shaping up.

Please visit www.willamettewines.com for additional information.

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NEW HAPPENINGS

[Jachter Family Wines Debuts New Tasting Room](#)

Four years in the making, the new tasting room at Jachter Vineyards is now open to the public. Set high in the Chehalem Mountains at more than 900 feet in elevation, the building sits next to estate vines planted to Chardonnay, Pinot noir, Pinot meunier, and Nebbiolo. The sleek facility boasts floor-to-ceiling windows and views of four nested appellations of the Willamette Valley as well as a fireplace.

[Archery Summit Winery About to Open New Tasting Room](#)

A prominent figure in the Dundee Hills is on the verge of unveiling a remarkable addition to its location—an all-new tasting room. Recognized for its subterranean cave system and exceptional vineyard-specific Pinot noirs, Archery Summit is set to introduce an expansive tasting room adjoining its winery. This 1,800-square-foot haven, slated to open its doors this autumn, promises panoramic vistas of the surrounding vineyards, evergreen scenery, and majestic mountain peaks, providing guests with the perfect opportunity to immerse themselves in the breathtaking natural beauty of the area.

[Lingua Franca's New Tasting Room](#)

In the spring of 2024, Salem's renowned Lingua Franca Winery will unveil its inaugural, thoughtfully designed tasting room. Boasting breathtaking 360-degree vistas of the estate, this exquisite building will not only serve as a destination for wine enthusiasts but also offer an elevated experience with chef-curated food pairings. Guests can indulge in exquisite Burgundy comparative tasting flights, featuring the winery's signature Pinot noir and Chardonnay varieties.

[Domaine Roy & fils Acquired](#)

The esteemed Italian wine powerhouse, Marchesi de' Frescobaldi, has made a significant acquisition by adding the acclaimed Willamette Valley producer, Domaine Roy & fils, to its portfolio. This strategic move encompasses the purchase of 40 acres of prime Chardonnay and Pinot noir vineyards, marking the European brand's inaugural foray into the American wine scene. Founded in 2012, Domaine Roy boasts two meticulously maintained estate vineyard sites, both nestled within the renowned Dundee Hills AVA.

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Antica Terra Buys Vineyard

Antica Terra, a distinguished winery in the Willamette Valley, has acquired Keeler Estate in a move that resonates harmoniously. This union is particularly fitting since both winery and vineyard are neighbors, and their respective owners share a profound mutual respect. Nestled on an expansive 80-acre site, Keeler Estate is renowned for its exceptional biodiversity, including a thriving native oak savannah. Antica Terra is committed to preserving this natural treasure while crafting immersive tasting experiences that not only showcase winemaker Maggie Harrison's coveted wines but also pay homage to the land that has nurtured them.

Chosen Family Wines Hires GM

Tiquette Bramlett has assumed the role of General Manager at Chosen Family Wines, a label with a remarkable trajectory since its inception by former NBA Portland Trail Blazer, Channing Frye, just a few years ago. With her notable background as the founder of Our Legacy Harvested and her previous tenure as the President at Vidon Vineyard (now Compris), Bramlett brings a wealth of experience to this exciting new chapter in the heart of the Willamette Valley.

Lenné Renovates

Exciting transformations are currently in progress at Lenné Estate, nestled within the Yamhill-Carlton AVA. This esteemed winery, renowned for its unique Pinot noirs, is enhancing its tasting room experience, located amidst the picturesque estate vineyards near the charming town of Yamhill. Anticipated to welcome guests later this month, the revamped space will boast an expanded tasting area. Lenné Estate, originally established in 2000 by the Lutz family, underwent a significant transition earlier this year. It was acquired by second-generation winemaker Jared Etzel and Eugene Labunsky, marking a new chapter in the winery's storied history.

Ghost Hill Cellars to Open New Tasting Room

Set to open this Thanksgiving, Ghost Hills Cellars's new tasting room will offer dramatic views of estate vines. The Carlton winery specializes in Pinot noir, made by revered area winemaker Eric Hamacher. Following the Gold Rush theme of the label, the old tasting room was inspired by miners, hand-built to look like a prospector's shack.

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CHO Wines Working on New Space

Oregon's first Korean-American winemakers, Lois and Dave Cho, are opening a new tasting room and production facility. CHO Vineyards will welcome guests to its new tasting room in 2024. The 77-acre property in Hillsboro is under construction and will be where its award-winning Pétillant-Naturel and Pinot noirs will be made.

Résonance Expansion

Résonance, the Willamette Valley label overseen by famed French house Louis Jadot, has a new tasting room that opened in July 2023: The Résonance Tasting Salon at Découverte Vineyard in nDundee Hills. This charming barn-inspired salon, nestled within the natural amphitheater of Découverte Vineyard, provides daily tastings of their renowned Pinot noir and Chardonnay wines. The Tasting Salon offers curated wine flights, including exclusive estate selections, and wine country fare.

J Rallison Cellars Opens New Tasting Room

This past summer, J Rallison Cellars, based in Sherwood, unveiled a brand-new tasting room nestled atop Parrett Mountain within the Chehalem Mountains. This charming addition to their estate shares the same grounds as their winemaking facility and is poised to offer an exceptional showcase of the label's diverse wine offerings. From the crisp, dry Riesling and Sauvignon Blanc to the expressive Pinot noir and Tempranillo, visitors can savor a wide spectrum of wines in this scenic setting.

Quailhurst Vineyard Estate Debuts Renovated Tasting Room

Quailhurst Vineyard Estate, situated in Sherwood, has recently completed an impressive renovation of its tasting room. This renowned label, home to some of the northern Valley's oldest vines (originally planted in 1971), now invites guests to experience its wines from an estate bar that offers a scenic view of the enchanting resident Japanese garden. This tranquil and idyllic setting provides the perfect backdrop for savoring the label's diverse wine selection, which includes offerings ranging from Chardonnay and Pinot noir to Sparkling wine.



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Penner-Ash Wine Cellars Opens its Pavilion

Penner-Ash, a venerable producer in the Willamette Valley, is introducing an exciting new tasting experience centered around their innovative structure, “The Pavilion.” Known as the Legacy Tasting, this hosted encounter offers a carefully curated selection of wines, including library pours, thoughtfully paired with locally sourced culinary delights. With its rustic yet contemporary aesthetics featuring woody accents, modern lighting fixtures, and breathtaking views of the estate, The Pavilion is poised to captivate visitors just as much as the exceptional estate wines themselves.

North Valley Vineyards Now Pouring Downtown

In the heart of downtown Dundee, a new tasting room has recently graced the scene. Situated in close proximity to the esteemed Dundee Hotel, it proudly houses the North Valley Vineyards Tasting Room. This tastefully appointed space is adorned with calming blue and green tones, creating a warm and inviting atmosphere. Within its confines, guests can enjoy a pair of delightful tasting experiences that artfully showcase the wines crafted by the renowned vintner, James Cahill. This new addition enhances the allure of this quaint and pedestrian-friendly wine-country town.

Vitae Springs Welcomes Tasters to its Barn

Set within an old red barn, the tasting room at Vitae Springs is not technically new but it’s more accurately a great makeover of a rustic old agricultural structure. The space debuted in August and boasts views of the estate vineyard and a colossal cherry tree. The wines are from some of the oldest vines in the Salem area, planted in the late 70s. Tasters can look forward to offerings like Gruner Veltliner, Muller-Thurgau, Pinot gris, Pinot noir, and Riesling.

Grace + Vine Limited Release

Grace + Vine, renowned for its commitment to regenerative winemaking and sustainability, has unveiled a limited-edition collection of wines celebrating the essence of the Willamette Valley. True to their ethos, both the Oregon Chardonnay and Pinot noir in this exclusive release are crafted from grapes cultivated in organic, biodynamic, and regenerative vineyards. These wines not only exemplify the extraordinary terroir of the Valley but also underscore the vital significance of an agricultural approach that genuinely harmonizes with the environment.

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Laurel Ridge Winery Makes History

Pioneering Carlton winery Laurel Ridge recently took home some European prestige. The producer's 2022 Chasselas Dore became the first American wine to win an award at Switzerland's prestigious Mondial du Chasselas competition. The wine took home a silver medal, a tall task given the fact that there were 739 total entries. It's a major honor for a little-known northern European variety and a label that's been helping to build the Valley's winemaking reputation since the 1970s.

Styring Vineyards and Winery Walk-in Tastings During October

Styring Vineyards in Newberg is extending a warm invitation to wine enthusiasts throughout the month of October. No reservations are required, but if you prefer, you can make them. This casual approach allows guests to savor estate wines while freely exploring the picturesque surroundings, complete with an organic farm, vineyards, and inviting picnic tables—all tucked away in a serene corner of the Willamette Valley.

Rodeo Hills Wine Opens This Fall

Welcome to Rodeo Hills Wine, a captivating boutique winery with stunning architecture, panoramic views, and appointments available since their August 2023 opening. Founded by owners Jared and Erica Etzel alongside Eugene Labunsky, the winery is dedicated to crafting exceptional Pinot Noir and Chardonnay wines, meticulously sourced from the prestigious Dundee Hills and Eola-Amity AVAs. Winemaker Jared Etzel leads the creation of our limited-production wines. Nestled on a 5.5-acre estate known as Pear Vineyard, Rodeo Hills Wine cultivates one acre of Chardonnay and 4.5 acres of Pinot noir grapes, resulting in an annual production of 800 cases. Situated at an elevation of 900 feet, this vineyard, planted by Jared in 2017, ensures the highest quality fruit.

Inn the Ground Offers a Peaceful Getaway for Visitors

Inn the Ground, a luxurious bed & breakfast located in Carlton, Oregon, opened its doors in the summer of 2023. Nestled on a serene hillside overlooking a thriving regenerative farm, this inn offers guests a unique opportunity to intimately connect with the land as nature intended.

Guests can embark on adventures along wooded trails through the rolling hills, observe heritage



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breeds grazing peacefully, and savor the bountiful offerings of the Willamette Valley. Guided by a deep belief in the concept of universal hospitality, Inn the Ground celebrates the interconnectedness of all species, creating an unforgettable experience for all who stay there.

Wooden Heart Gets Permanent Location

In the Pacific Northwest, a culinary rite of passage often involves the transformation of a food cart into a brick-and-mortar restaurant. Wooden Heart is poised to make this transition, with a new dining space in Dundee that's set to open its doors soon. Renowned for its wood-fired culinary creations, including pizzas and sandwiches, Wooden Heart has been a beloved fixture in wine country since its mobile cart debut in 2018. The new restaurant will be conveniently located next to the esteemed Dundee Hotel.

Mac Market Additions

McMinnville's vibrant Mac Market has recently welcomed a wave of new and exciting tenants into its thriving community of purveyors. Among the newcomers is Hayward and Honey Pie, an eclectic restaurant, and New Haven-style pizza haven, originally based in Newberg. Additionally, Wellspent Market, a specialty store, has established a presence within the market, while the newly minted Bakery Bar offers a delightful selection of coffee and pastries, with plans to introduce breakfast sandwiches and a happy hour menu in the near future.

Avelo Airlines Expands Routes

Exploring the heart of Willamette Valley wine country has become more convenient than ever before, thanks to Avelo Airlines. Now, travelers from major metropolitan areas such as Las Vegas and Los Angeles can enjoy direct flights to Salem. This strategic move enables tourists from these two prominent Western cities to access the very heart of Willamette Valley's renowned wineries. Starting from October 5, 2023, Avelo will operate twice-weekly nonstop flights on Thursdays and Sundays between Salem and Las Vegas. Additionally, beginning on October 6, 2023, the airline will offer twice-weekly nonstop service on Fridays and Mondays between Salem and BUR (Burbank). It's noteworthy that this route will transition to Thursdays and Sundays on November 2. Both routes will be served by Boeing Next-Generation (NG) 737 aircraft.

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Willamette: The Pinot Noir Auction Brings in Over \$680K

On Thursday, August 10, 2023, the seventh annual Willamette: The Pinot Noir Auction brought registered trade bidders from around the globe together in a spirited competition for the finest wines from the Willamette Valley. This prestigious auction celebrated the exceptional 2021 vintage, featuring 75 lots of unique Pinot noir and Chardonnay wines, including exciting first-time collaborations between wineries. Each wine was crafted in limited quantities of five, 10, or 20 cases and will later be available to the public through resale by the successful bidders. Mark your calendars for the next Auction, scheduled for August 6-8, 2024, promising yet another unforgettable showcase of Willamette Valley's remarkable wines.

Acorn to Oak Wine Experience

McMinnville's historic Third Street welcomes another great business model to its charming district. The Acorn to Oak Wine Experience pairs Linfield University with the local wine industry, allowing students to gain a deeper understanding of the craft, showcasing wines from various Willamette Valley producers. Dedicated to education, diversity and quality, the new experience echoes the McMinnville university's continued dedication to the region's vast viticulture and enology realms.

Kristof Wines Are Born

Nicholas Kristof, a prominent New York Times journalist with roots in Yamhill, Oregon, has ventured into the world of winemaking, now bearing his own wine label. Collaborating with the skilled winemaker at Elk Cove Vineyards, these wines showcase the fruit sourced from Kristof Farms, which was initially planted in 2018. Under this new label, a duo of wines—a Chardonnay and a Pinot noir—has been meticulously crafted and will make their official debut next spring. These additions complement an existing line of ciders produced from ingredients grown on the family farm, expanding the legacy of Kristof's agricultural pursuits.



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STORY IDEAS

Willamette Valley AVA Turns 40

Oregon's renowned Willamette Valley AVA, the state's most celebrated wine appellation, is celebrating its 40th anniversary. Established in December, 1983, this fertile expanse stretching from Portland to Eugene was officially designated as an AVA and has since flourished to encompass eleven unique nested AVAs, each offering distinct variations in climate, soil types, and wine styles. With over 700 wineries and a growing number within the Valley, there's a concerted effort to illuminate a broad spectrum of varieties, including Chardonnay and Riesling, alongside the region's iconic Pinot Noir. As the Valley continues to evolve, the future shines ever brighter for this remarkable viticultural treasure.

Revino Reusable Wine Bottles

Hailing from the heart of the Willamette Valley, Revino is revolutionizing wine bottling practices with a sustainable twist. The company champions a refillable glass bottle system tailored for winemakers, drawing inspiration from winemaking traditions in other countries and a strong commitment to environmental sustainability. These innovative refillable bottles are designed for up to 50 uses and contribute to an impressive 85% reduction in emissions when compared to conventional bottling methods. In the upcoming months, Revino aims to equip Willamette Valley labels with a stock of 2.4 million reusable bottles, championing both quality and eco-consciousness in the wine industry.

The Co-Ferment Movement

First it was co-fermenting different clones and varieties, now it's mixing wine grapes with other Willamette Valley fruits. A few inventive producers, like [CHO Vineyards](#) and [Lares Wines](#), are making wines that combine conventional grapes like Pinot noir with regional fruit like apples and pears. It's a fascinating use of complementary flavors and an homage to the greater agriculture history of the Valley.



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Shooting for the Stars

The Evergreen Space Museum is about to be home to more than just the Spruce Goose. The McMinnville institution is slated to host the [Calton Observatory](#), where visitors can stare at the heavens and learn about astronomy. Willamette Valley wineries are helping to make the observatory a reality by hosting Star Parties, combining astronomers, wine and night skies at eight different wineries this fall. The project is slated to include a 3,000-square-foot stargazing patio for parties and outdoor gatherings.

Hiking in the Vineyard

For the adventurous wine enthusiasts, an ordinary wine flight simply won't suffice. They seek an experience that encompasses not only exceptional wines but also the breathtaking scenery of the region—a wine trail provides the perfect solution. Throughout the Willamette Valley, many vineyards offer immersive hikes through their picturesque properties, whether through guided tours or self-guided excursions. Some vineyard stops, such as [Winters Hill](#), are strategically positioned along the Willamette Valley Birding Trail, inviting guests to meander through their estates, keeping an eye out for local wildlife while relishing the magnificent vistas. Others, like [Knudsen](#) and [Ponzi](#), arrange guided hikes that traverse their vineyards and surrounding landscapes.

[Durant Vineyards](#), on the other hand, boasts its own one-mile nature trail, a winding pathway that takes you through vineyards, lavender fields, olive groves, and even a charming sheep pasture. This multifaceted approach ensures that visitors can savor not just the wines but also the natural beauty that graces the Willamette Valley.

Harvest Theater

Harvest season is a unique and bustling time in the world of winemaking, but much of the labor happens behind the closed doors of the cellar. However, for those in the know, there are ways to get a firsthand taste of the action. Many wineries strategically position their tasting rooms in proximity to their production areas, offering visitors a rare opportunity to witness the harvest process. Wineries like [Iris Vineyards](#), located near Eugene, provide an exceptional experience where guests can enjoy wine while observing picking crews diligently collecting fruit from the estate vines—a true spectacle of



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harvest theater. In a similar vein, [Illahe Vineyards](#) in Dallas, Oregon is a fantastic destination during this season. Here, production unfolds right on-site, with a newly established tasting room perched just above the production space, granting visitors a unique vantage point to savor both the wine and the captivating harvest activities below.

Pizza and Wine

October is National Pizza Month and while beer is always a great pairing with a good slice, the right wine is an ever-better match. Fortunately, Willamette Valley wineries know as much, offering their own house-made pizza or teaming up with area food carts to offer some. [Left Coast Cellars](#) offers its own wood-fired pizzas while carts like Wooden Heart offer pizza at [Furioso Vineyards](#). [Ankeny Vineyard](#) in Salem offers about a half dozen from-scratch pizzas, made to be enjoyed with their family of wines.

A FEW SELECTED EVENTS

Celebrating Hispanic Roots

September 17th and October 15th, 2023

A pair of dinners will take place at Subterra Kitchen in Newberg to celebrate Hispanic Heritage Month, hosted by a tight-knit collective of Oregon winery owners and winemakers, united by their Hispanic heritage. In honor of Hispanic Heritage Month, they've come together to share their unique stories, spotlight the rich diversity of Hispanic cultures spanning Latin America and Spain, and, as small business owners, extend their support to the Spanish-speaking community here in Oregon. In the spirit of celebration, they've partnered with Chef Javier Santos to host two exquisite five-course dinners at Subterra Kitchen and Cellar. These memorable events will take place on Sunday, September 17th and Sunday, October 15th, and a portion of the proceeds from these dinners will also be generously donated to ¡Salud! Providing affordable healthcare to vineyard workers.



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Thanksgiving in Wine Country and the Giving Season, 40th Anniversary

November 24-26, 2023

The Willamette Valley's unofficial end-of-the-year celebration, Thanksgiving in Wine Country is a weekend not to be missed. Falling towards the end of harvest and just before the holidays, it's a festive time that gives thanks to Mother Nature for another great wine-growing year and looks to celebrate the festive period with special wines, gifts and seasonal events. Scores of producers open the doors to their tasting rooms and wineries across the Valley, pouring unique wines, offering thoughtful pairings, and treating guests to the bounty of the season. Between the breathless rush of harvest and the calm of Cellar Season, we welcome the festive energy of the holidays—and with them a chance to step back, appreciate the beauty and camaraderie around us, and give back to the communities we call home. Come visit www.willamettewines.com in a few weeks to find out what wineries will be doing to give back to their community.

HOLIDAY GIFT GUIDE

[Willamette Valley Geological History of Soils Map](#)

An excellent gift for the oenophile, this map showcases the unique terroir of the Willamette Valley and how different it is from sub-appellation to sub-appellation. A slew of scientific data was utilized on this eye-catching map, which showcases the unique soil families within the family and outlines the ancient history that created this incredible wine-growing area.

[Cool Climate Tees](#)

Emphasizing the cool in cool climate, these tee-shirts portray a classic Willamette Valley vineyard landscape with Mt. Hood looming in the distance. Great for the local and tourist alike, the shirts tell the world that this isn't just some ordinary wine region, it's the cool climate and one-of-a-kind wines.



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Oregon Wine + Food Cookbook

What's wine without a good meal? This cookbook from Danielle Centoni and Kerry Newberry celebrates the age-old marriage of food and wine from an Oregon perspective. With incredible visuals, great recipes and input from outstanding winemakers, it's a great gift for the home chef and Oregon wine enthusiast alike.

About 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 more than 400 members representing wineries, vineyards, industry, and hospitality businesses throughout the Willamette Valley region. To learn more about The Willamette Valley Wineries Association visit: willamettewines.com

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