



WILLAMETTE VALLEY WINE

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WHAT'S NEW IN THE WILLAMETTE VALLEY

SPRING 2021

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

A new year is upon us and Willamette Valley wine country could not be more energized and optimistic. The pandemic has shaken the industry to its core and yet the people of the Willamette Valley have shown not only great resolve, but tremendous creativity and collaboration in moving forward. We have learned to operate in a way that is safe while still highlighting the region's renowned wines and inviting nature.

Given the ever-changing reality of pandemic life, please refer to the Willamette Valley Wineries Association's (WVWA) COVID page for particulars on state guidelines and specific details relating to the many tasting room and winery members. Visit <https://willamettewines.com/latest-state-ments-covid/> for more information, and please check in with individual wineries, tasting rooms and other establishments before visiting to confirm their hours and COVID protocols.

NEW OPENINGS, EXPANSIONS AND MORE

STOLLER EXPANSION

After a successful taproom takeover at The Box Factory in Bend, Oregon earlier this year, the [Stoller Wine Group](#) is pleased to announce it will be making the space a permanent home. Beginning February 11, guests can visit the new Stoller Wine Bar to enjoy wines by the glass or bottle, and to-go bottle sales. Taking over the Riff Cold Brewed Taproom space, the Stoller Wine Bar will feature more than 40 wines from Stoller's family of brands. Offerings include wines from Stoller Family Estate, Chehalem, Chemistry, Canned Oregon and History, plus beer on tap, cider and wine-based cocktails. Cheese and charcuterie are also available, with an expanded food menu to come.

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New Openings, continued

ALEXANA ADDITION

The Dundee Hills welcomes a polished new tasting room space at [Alexana Winery](#). The 7,500-square-foot addition to the label's scenic headquarters touts two stories and a covered deck for open-air tasting. It will function as the winery's main space dedicated to elevated experiential tastings, allowing consumers to fully absorb Alexana's diverse lineup of wines as well as their winegrowing philosophy. Alexana is using the new space, which opened last summer, for custom wine flights and programs tailored to guests' specific preferences.

ALLORO TASTING HOUSE

[Alloro Vineyard](#) is now pouring out of a new tasting house on its breathtaking property in the Chehalem Mountains. There, up to six guests can participate in intimate al fresco tastings featuring the winery's award-winning Pinot noir, Chardonnay, Riesling and more. With a stunning estate set in rural Sherwood, Alloro offers a Mediterranean-inspired wine experience just a short drive from Portland.

ERATH IN PORTLAND

Storied Willamette Valley producer [Erath](#) has expanded its footing to Portland's Pearl District as of last September. It's a location with plenty of history, housed in the Reid Pacific Building at the crossroads of NW Marshall Street and 15th Avenue. An engaging new wine program pairs Erath wines with corresponding cheeses. In addition to in-person tasting experiences (when safe), the winery is offering carryout wines, growler fills and curbside pickup.

REX HILL MAKEOVER

This January [REX HILL](#) unveiled a stunning new space a year in the making. The renovation includes an expansive tasting bar made of white oak, a polished bar, fireplace, towering Doug Fir beams above and even an outdoor patio. It's at once modern and rustic and will be the backdrop for wine flights, glass pours and cheese and charcuterie boards. The space also includes a state-of-the-art kitchen which will be used for a full food menu when safe.



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New Openings, continued

NEW NICOLAS-JAY ESTATE

Situated on the north end of the Dundee Hills, [Domaine Nicolas-Jay](#) is about to open the doors to its new 53-acre property. It's home to a wine production facility and a tasting room overlooking an estate vineyard in one of the valley's most famous nested appellations. The bucolic estate will allow guests to better understand the brand's meticulous approach to winegrowing, a joint effort of associate winemaker Tracy Kendall, former music entrepreneur Jay Boberg and French vintner Jean-Nicolas Méo.

AMATERRA TO OPEN

Technically an urban winery, [Amaterra](#) is preparing to welcome guests in early 2021 to its brand-new facility in the wooded West Hills of Portland. On top of a tasting room and winery, there is a restaurant featuring a locally-inspired menu and plating things up in a full dining room. Outside, the property features a small vineyard as well as space for lawn games. Amaterra's wine program revolves around Pinot noir and Chardonnay, led by Matt Vuylsteke.

ANNE AMIE WINEMAKER

Gabriela Sepulveda Vignes has been promoted to winemaker at [Anne Amie Vineyards](#) in Carlton. Born in Chile, Vignes boasts cellar experience from all over the globe, including New Zealand, France and Australia. She carries a Masters in Agricultural Engineering, Enology and Viticulture from the University of Angers. Vignes will oversee a winemaking program that includes some historic Willamette Valley sites and varieties including Pinot blanc and Pinot noir.

LANDLINES ESTATES

With a focus on Yamhill-Carlton fruit, [Landlines Estates](#) is the new sibling winery of [Montinore Estate](#). The new label crafts limited runs of Pinot noir and Chardonnay sourced from the 30-acre Tidalstar Vineyard. The site is farmed biodynamically and was planted in 1999. Montinore has been working with the vineyard for the last five years and could not be more excited to showcase its quality and distinctive nature through vineyard-designate bottlings.



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BERNAU ESTATE

[Willamette Valley Vineyards](#) is adding to its lineup of winery outposts with the construction of a dazzling sparkling wine facility in the Dundee Hills. Set to open in 2022, Bernau Estate will turn out Methode Champenoise wines and be fitted with an underground aging room as well as vineyards and gardens. Once open, the estate will offer tours, pairing menus and the kind of warm hospitality for which the Willamette Valley has become famous.

FULLERTON HEADS SOUTH

[Fullerton Wines](#) has expanded from its Portland location, adding a Corvallis tasting room as of December. These reservation-only tastings occur Wednesday through Sunday in the mid-Valley college town, just a few blocks from the Willamette River. Fullerton specializes in Pinot noir, Pinot gris and Chardonnay and even makes a Pétillant Naturel wine from Viognier.

BROADLEY VINEYARDS RIVERFRONT TASTING

Southern Willamette Valley winery [Broadley Vineyards](#) is wrapping up its riverfront tasting room in Monroe. Here, weekly tastings will take place in a former Pontiac dealership. The tasting area overlooks the barrel room and there's also an outdoor patio. It's part of an exciting scene that's in the process of becoming a new nested appellation called Lower Long Tom, named after the river Broadley's renovated space overlooks. The Alcohol and Tobacco Tax and Trade Bureau is currently reviewing comments on Lower Long Tom's AVA petition.

NEW DOMAINE SERENE WINE LOUNGE

Set to open in the Fall of 2021, [Domaine Serene](#) will open a new wine lounge in Bend, Ore. Here, their revered Domaine Serene, Château de la Créé and Maison Evenstad wines will be poured and paired with an inspired food menu. Located just three blocks from the banks of the Deschutes River in downtown Bend, their new Domaine Serene Wine Lounge is currently being built in the historic D.H. Spheer Building, which was recently accepted to the National Register of Historic Places.



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New Openings, continued

NEW BELLINGAR ESTATES TASTING ROOM NOW OPEN

Willamette Valley wine duo Kim and Evan Bellingar (Kim a former COO at Adelsheim, and Evan an esteemed vineyard manager in the region) recently opened [Bellingar Estates' Tasting Room](#), specializing in Pinot noir, Chardonnay and Syrah. It is now open for private outdoor tastings when weather permits until indoor tastings are permitted.

STORY IDEAS

AN EVOLVING TASK FORCE

The WVWA is actively supporting the social justice movement in an innovative way. The association launched its Diversity, Equity, Belonging and Inclusion task force, which pledges to promote racial diversity and equity within the regional wine scene, in 2019, and its actions have ramped up in the last year. Member wineries can sign the Task Force's Business Diversity Pledge and vow to take actionable steps in the name of a better, more inclusive environment. It's an ongoing development and one the WVWA hopes other associations elsewhere will follow. An external advisory council will be consulted to ensure that the WVWA is living up to its groundbreaking pledge.

THE BUBBLES BOOM

Over the last several years, the Willamette Valley has become a key New World source for sparkling wine. The three grapes Champagne has made famous—Pinot noir, Chardonnay and Pinot meunier—thrive here, and the lengthy growing season ensures the perfect amount of acidity in the fruit. Now, we are getting to sip the rewards of the hard work after these wines have been patiently assembled in cellars across the valley. Newer outfits like [Bailey Family Wines](#) and [Chris James Cellars](#) are joining longstanding producers like [ROCO](#), [Argyle](#), [J.K. Carriere](#) and [St. Innocent Winery](#) to elevate the area's sparkling wine prestige to newfound heights. Visit the [WVWA website's sparkling wine producers list](#) to learn more about more sparkling producers in the region.



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Story Ideas, continued

FINE WINE DELIVERY

One of the silver linings of the pandemic is the heightened importance of direct-to-consumer relations. Winemakers have shifted gears to share their work, delivering bottles directly to their fans in a way that's safe and convenient. Moreover, the move affords wine drinkers incredible access to special or limited-release offerings. Wineries like [Helioterra](#), [Division Winemaking Company](#) and more are bundling orders and delivering them straight to porches and stoops all across the Willamette Valley.

WHITE CUVÉES

Many winemakers are exposing tasters to compelling offerings made from a variety of grapes. Think Chardonnay and a touch of Aligoté, or an even mix of Marsanne and Roussanne. An experimental current generation of Willamette Valley winemakers is looking to diversify the region's offerings. When most people think of wine blending, they imagine big reds. But there's an entire galaxy of intriguing white wine cuvées unfolding in the heart of Oregon wine country. Labels like [Day Wines](#), [Maysara](#) and [Walter Scott](#) are exposing tasters to compelling offerings made from an array of varieties.

WHAT'S REGENERATIVE WINEGROWING?

Regenerative agriculture is trending and winemakers in the area are at the forefront thanks to champions like Mimi Casteel of [Hope Well Wine](#). It's the latest push by a green industry that's embraced things like organic farming, biodynamics and LIVE (Low Input Viticulture and Enology) certifications. The farming style stresses supporting resident organic soil in natural ways and is being adopted by a variety of labels, such as [Antiquum Farm](#) and [Bethel Heights Vineyard](#).

GOING RETRO

[Sokol Blosser](#) is embracing its half-century anniversary by doing things like it did when it first launched in 1971. The historic Willamette Valley label will offer flash sales touting prices from its first year as a winery (aka \$6.75 a bottle for its 2018 Redland Estate Pinot Noir on February 2nd) as well as other retro-minded campaigns and events. People can look forward to Zoom tastings with the owners and library pours at the tasting room when safe.

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Story Ideas, continued

THE NEGOCIANT

Based in McMinnville, [Joel Gott](#) wines has carved out quite the reputation for affordable table wines made from Willamette Valley fruit. The label embraces the French negociant model, meaning it functions more like a merchant, gathering grapes from a variety of sites and assembling them as wines. It's an age-old approach in wine but fairly rare in the New World. Thanks to the model—with its larger scale production and friendly price points—Joel Gott wines end up exposing a lot of new consumers to the Willamette Valley.

EVENTS

VIRTUAL TASTINGS

Ongoing

The Willamette Valley is offering a multitude of virtual tasting experiences that bring some of the scene safely to your house. [Domaine de Broglie](#) of the Dundee Hills will be offering a weekly series each Friday called Virtual Sip at Sunset. Winemaker Dave Petterson leads guests through a convivial hour-long conversation on various facets of the winemaking process, glass in hand. [Brooks Wine](#) will curate a webinar in March, shaking things up and talking about coffee via its guest, Nossa Familia Coffee. More info can be found at <https://willamettewines.com/events>.

COMMUNITY OFFERS

Ongoing

From free wine delivery to family style suppers ready for takeout, the Valley and its many wineries and restaurants are putting together many special community offers. Restaurants like [Jory](#) at The Allison Inn will cook up suppers for six available for takeout while wineries like [Durant Vineyards](#) will offer complimentary local wine delivery on purchases of six bottles or more. Others are going the creative route, like [Evesham Wood & Haden Fig](#), which is offering wine consultation via its in-house sommelier. Stay updated on winery offerings at the [WVWA's Emergency Resource Center](#).



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Events, continued

TRUFFLE MONTH

February 2021

Newberg is hosting Truffle Month for the entirety of February. The affair features staycations, gourmet tastings and private truffle hunts in and around the charming wine country town. Member wineries like [Adelsheim Vineyards](#) and [REX HILL](#) join a list of area restaurants, bed and breakfasts and more for a month devoted to truffles. The coveted fungi thrive in the Willamette Valley and are prized for their pungent aromas and boundless culinary uses.

NATIONAL RIESLING DAY

March 13, 2021

This date in March commemorates the noble Riesling grape, made famous by the Germans and subject of an ardent following among winemakers here in the Valley. Labels like [Brooks](#) have fully embraced the grape, which adores the area climate and is often responsible for some bracing, truly memorable dry wines. Toast the day and this under-the-radar Oregon variety by way of its increasing number of producers, from [Anam Cara Cellars](#) to [Yamhill Valley Vineyards](#).

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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