



WILLAMETTE VALLEY WINE

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WHAT'S NEW IN THE WILLAMETTE VALLEY

SPRING 2019

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

New Openings/Expansions

RED HILLS AT THE ATTICUS HOTEL

The Atticus Hotel welcomes chef Jody Kropf and company to its in-house restaurant quarters this March. The Red Hills Market founder takes over the reins of the McMinnville hotel's former restaurant, Bless Your Heart Burgers. The transition is an amicable one and sees Kropf expand the reach of his beloved flagship eatery in nearby Dundee. The rustic menu will be inspired by the many local farmers operating within the Willamette Valley and offer an evolving wine list curated by a new wine-maker or industry influencer every season.

OUI! RESTAURANT AND WINE BAR

Although it opened in late 2017, Southeast Wine Collective's house restaurant project is just now gaining some serious traction. The eatery, captained by chef Althea Grey Potter, featured recently on *Portland Monthly's* shortlist of Best New Restaurants for 2018. The family-style fare is big on flavor and begging for wine, built around sprawling salads, pastas and other comfort food. It was about the only thing missing at Portland's premier urban winery, where labels like Division Wine Company and a handful of others produce and pour their wares.

VALKYRIE WINE TAVERN

There's even more charm to the central Willamette Valley thanks to the recent addition of the Valkyrie Wine Tavern. Set in a historic building in downtown Independence just paces from the Willamette River, the joint features an extensive list of local and faraway wines and New Orleans-inspired cuisine.



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New Openings Continued

It's a prime stop for anybody tasting their way through the many great labels operating out of the nearby Eola-Amity Hills AVA. In addition to a restaurant and bar, the Valkyrie touts a retail and bottle shop where guest vintners will frequently conduct tastings.

CIVIC WINERY & WINES

Eugene's newest urban winery opened late last fall. Civic Winery & Wines occupies a wonderfully refurbished building from the 1930s with enough room for a bottle shop, production facility, wine bar and restaurant—set in a vintage Airstream trailer—called Lion & Owl. The winery utilizes amphorae made by ceramicist and vintner Andrew Beckham of Beckham Estate and specializes in a host of collaboration releases and custom crush wines. The new facility, located downtown, will offer educational tastings and tours.

COPPOLA IN OREGON

Last fall, the Family Coppola purchased Vista Hills Vineyard. It's the California label's first and only Oregon acquisition, a 42-acre estate in the heart of the Dundee Hills. While the name is set to change (to be announced soon), the Vista Hills staff and tasting room will stay much the same, maintaining a focus on small-batch estate Pinot noir, Pinot gris and Chardonnay. Opening is expected in March 2019. Prior to launching his wine brand, Coppola became a household cinematic name as the Academy Award-winning director of iconic films like *Apocalypse Now* and *The Godfather*.

DOMAINE SERENE WINE LOUNGE EXPANSION

Domaine Serene, the award-winning Pinot noir and Chardonnay producer, is expanding their Wine Lounge brand to Lake Oswego, Oregon. It's now under construction and is slated to open in a new, upscale development in the fall of 2019. Much larger in scale, it will feature a full, chef-driven culinary kitchen serving lunch and dinner seven days a week alongside the award-winning wines of Domaine Serene, Château de la Créé and Maison Evenstad. This would be the second Wine Lounge in the company's portfolio and the first to incorporate a full chef-driven culinary program to pair with wines.

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New Openings Continued

HARPER VOIT TASTING SALON

As a fifteen-year veteran of the Oregon wine industry, winemaker Drew Voit is intimately familiar with exceptional wines. While serving as the associate winemaker at Domaine Serene, and then as wine-maker for Shea Wine Cellars, he worked with some of the best vineyards in the Willamette Valley. This April he will be expanding his personal label, Harper Voit, to downtown McMinnville and opening up a tasting room that will offer appointment-only visits.

STORY IDEAS

ADDING UP THE AVAS

The Van Duzer Corridor just became Oregon's 19th American Viticultural Area (AVA). The Willamette Valley is poised to bring on as many as four more in the next year, taking the conversation of terroir and wine to new heights. AVAs are federally recognized geographical zones that differ in terms of soil types, elevation, climate, sun exposure and more. The resulting wines grown in these highly specific areas exhibit extremely unique traits. In many ways, it's the American answer to the highly regionalized Old World system that's existed for a long, long time. By the end of this year, pending public comment, Tualatin Hills, Mt. Pisgah, Lower Long Tom and Laurelwood may join established Willamette AVAs such as the Dundee Hills and Yamhill-Carlton, furthering the region's winemaking footprint and stylistic diversity.

WINE OLYMPICS 40-YEAR LEGACY

Four decades ago this year, Eyrie Vineyards' 1975 South Block Pinot Noir turned the wine world's head towards the Willamette Valley. The tasting, dubbed the "Wine Olympics" and put on by wine magazine *Gault-Millau*, featured more than 300 wines from 33 countries. Eyrie's wine placed in the top ten, outdoing many of its Burgundian counterparts much to the surprise of the Old World tasting panel. A mark of serious validation, it put the Willamette Valley on a pedestal and encouraged what seemed like a novelty at the time to grow into a full-blown world-class industry.

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STORY IDEAS

WINE COUNTRY BLANKET

The Willamette Valley Wineries Association (WVWA) is collaborating with iconic Oregon brand Pendleton on a wine country blanket. Earthy in its eye-catching color scheme, the blanket is inspired by the many diverse soil types that span the region, along with the many blues of the resident river. Pendleton is known for its dazzling family of throws, blankets and other woolen goods, often created as an homage to legendary destinations like Yellowstone and Crater Lake. The WVWA is overjoyed to be the muse for its newest blanket, one that will serve nicely during the upcoming picnic season on any number of vineyard hillsides.

MELON

Melon de Bourgogne is best known as the main ingredient in Muscadet in France. In the Willamette Valley, the variety stumbled into micro-prominence. Mistaken for Pinot blanc when it was first planted decades ago at DePonte, Melon has grown into a respected niche grape with a small but increasing number of vintner believers. Today, many try their hands at the unique white wine, from pioneering labels like Eyrie to relatively newer outfits like Grochau Cellars and Helioterra Wines. Together, they're spreading the gospel of this bright and expressive white wine, and its significant Willamette Valley potential.

DESSERT WINES

Winter and early spring is the perfect time for heady sippers and the Willamette Valley is increasingly known for such a thing. Wineries like Coelho and Torii Mor turn out rich and balanced ports while Anne Amie, Cooper Mountain and many others offer sweet, late-harvest renditions perfectly tailored for funky cheeses or a post-meal nightcap. There's hardly a better wine to accompany a cozy night in front of the hearth.

WINERY OWNER PROFILE: MOE MOMTAZI, MAYSARA WINERY

Eyeing the potential for Willamette Valley wine, Moe Momtazi purchased 500 acres south of McMinnville in 1997. The former wheat farm would become a prized vineyard known for deep flavors and

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Story Ideas Continued

concentrated fruit. He and his family's tireless stewardship of the land has made it one of the most sought-after vineyard sites around, biodynamically farmed and planted to Pinot noir, Pinot gris, Riesling and a handful of other varieties.

Momtazi's own label, Maysara, sources from the site and has become a respected player in the McMinnville AVA wine scene. Moe earned an engineering degree in the states but didn't settle here until years later, leaving his native Iran during the Islamist Revolution. He lives in the Valley with his wife, Flora, and three daughters.

EVENTS

WILLAMETTE: THE PINOT NOIR AUCTION

April 5-6, 2019

Entering its fourth consecutive year, Willamette: The Pinot Noir Auction invites trade members to The Allison for two days of celebratory tastings and a chance to bid on rare wine lots. This year's event features Willamette Valley Pinot noir from the exciting 2017 vintage, prepared exclusively for the auction by meticulous vintners. Last year, the auction brought in a remarkable \$800,000 for the WVWA's and its ongoing mission to spotlight the outstanding quality of area wines and the amazing people behind their creation.

MEMORIAL WEEKEND IN WINE COUNTRY

May 25-27, 2019

A tradition almost as old as wine country itself, Memorial Weekend festively embraces summer and the busy wine season ahead. Countless Willamette Valley producers open their tasting room and production area doors for expanded tastings, unique food pairings and one-of-a-kind tours and wine releases. A healthy serving of the Valley at large, the long holiday weekend sees producers big and small, young and old join in welcoming eager tasters and the coming of another growing season in the vineyard. Visit willamettewines.com for details on hours, tasting fees and other event details related to the busy weekend.

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