

WILLAMETTE

the pinot noir auction

Willamette Valley Wineries Association pivots annual trade auction to benefit restaurants in need via the James Beard Foundation's Open for Good Campaign

(July 2, 2020; Portland, OR)—The Willamette Valley Wineries Association (WVWA) today announced that the fifth annual Willamette: the Pinot Noir Auction will take place virtually August 11-13 and a majority of the proceeds will benefit the James Beard Foundation's Open for Good Campaign. The annual trade auction is traditionally attended in the spring by top buyers from the forefront of the wine industry and benefits the Willamette Valley Wineries Association's annual marketing activities. This year's in-person event was postponed and has pivoted to a virtual charity-driven auction which will offer 80 lots of wine from the 2018 vintage to help provide critical resources for independent restaurants affected by loss of business as a result of the COVID-19 pandemic.

"The wineries of the Willamette Valley have always counted members of the wine trade, both on and off premise, as our most important partners, and our community wanted to come together to extend a hand in this moment of crisis," says Auction Chair David Millman. "We have created a stunning lineup of wines, reflecting all of the characteristics which make the Willamette Valley so special for growing Pinot noir. We are inviting members of the trade to join us, knowing their bids will support not only Willamette but restaurants around the nation."

While the pre-set minimum opening bids for each lot will help support the marketing and educational efforts of the Willamette Valley Wineries Association, all proceeds above and beyond this opening bid will benefit the James Beard Foundation Open for Good Campaign. Participants will also be invited to support Open for Good by pledging additional funds. Open for Good is the James Beard Foundation's campaign to help independent restaurants **survive** the COVID-19 crisis, **rebuild** stronger and more equitable, and **thrive** for the long term. To learn more visit: <https://www.jamesbeard.org/aboutopenforgood>

Initiated in 2016 to showcase the world-class quality of Willamette Valley wine, this year's auction will offer 74 lots of one-of-a-kind Willamette Valley Pinot noir from the 2018 vintage, which has been praised for its balance of freshness and complexity. The auction will also feature six Chardonnay lots made in collaboration by current and former Auction chairs. All wines are produced in quantities of just five, 10 or 20 cases, and are exclusive to the auction. The full lineup of lots and descriptions is available online at <https://www.willamettewines.auction/wineries>.

From August 3-7, interested bidders will be invited to learn more about the auction lots through a series of virtual tastings hosted by 80 wineries and winemakers. Starting on August 11, registered trade will have access to the online auction site and may begin placing bids. Bidding continues through August 13, when the event culminates in a live, virtual close of the Auction, hosted by esteemed auctioneer Fritz Hatton.

Auction attendees are licensed wine sellers, including retailers, restaurateurs, and wholesalers. Licensed members of the wine trade who are interested in bidding may register here: <https://www.willamettewines.auction/guest>

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 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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