



WILLAMETTE  
VALLEY WINE

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## FOR IMMEDIATE RELEASE

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### ANNOUNCING THE FIRST-EVER WILLAMETTE VALLEY COLLECTORS' AUCTION

*Partnership with Zachys Auction House will feature 89 exclusive lots*

**Willamette Valley, Ore. - March 14, 2022** - For the first time ever, the [Willamette Valley Wineries Association](#) (WVWA) will present an incredible 89-lot offering of library, rare and collectible wines to collectors in a partnership with [Zachys Wine Auctions](#). The Auction will take place online, beginning on March 29 and concluding with a live-streamed auction on April 7, 2022 beginning at 3:00 p.m.(PST).

“We are thrilled at this opportunity to share one of our best-kept secrets—that Willamette Valley wines are remarkably cellar-worthy—with the world’s top collectors,” said WVWA Executive Director Morgen McLaughlin, adding, “Partnering with Zachys, which has presided over the sale of some of the world’s most famous wines, makes this brand-new event even more exciting.”

Collectors browsing the Auction catalog will find such exclusive gems as an 18-year vertical Pinot noir collection, courtesy of RR Wines, and Argyle’s original 1987 sparkling wine bottling, as well as single-vineyard and large-format bottles from producers like Big Table Farm and Ken Wright Cellars. Bidders also have the chance to win experiences, like a three-night stay for two couples at the beautiful Alexana Winery in Dundee Hills or an interactive “custom cuvée” seminar with winemaker Maggie Harrison at Antica Terra.

Collaboration has always anchored the Willamette Valley wine community, so it’s fitting that the Collectors’ Auction lot catalog also contains several collaborative lots including an Elk Cove/Ponzi/Sokol Blosser joint offering, single vineyard collections from acclaimed vineyards Shea and Hyland, and a Bethel Heights “Cellar Crawl” commemorating their 2015 vintage projects with several other top wineries. A complete listing of Collectors’ Auction lots will be viewable [here](#) the week of March 21.

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Powered by Zachys, the world's top wine auction house, the Willamette Valley Collectors' Auction opens for online bidding Tuesday, March 29 and ends with a live close on Thursday, April 7 beginning at 3:00 p.m. (PST).

Charles Antin, Head of Auction Sales for Zachys, commented, "We are delighted to partner with WVWA for what promises to be an amazing sale. We are in the midst of an exciting time for wine auctions, and we look forward to bringing these rare wines and experiences to our international clientele."

To kick off the bidding, wine critic Josh Reynolds of Vinous will host a seminar on Wednesday, March 30 featuring a star-studded panel of winemakers in a conversation about vintage variation and age-worthiness in the Willamette Valley. Learn more and register for this seminar [here](#).

All proceeds from the Willamette Valley Collectors' Auction benefit programs to promote, preserve and advance the prestige of Oregon's Willamette Valley AVA and its wines. The Auction is open to all who wish to bid. [Learn more](#).

### ***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, Oregon Pinot Camp, Pinot in the City, May in Wine Country, The Giving Season and the Cellar Season. Visit [willamettewines.com](http://willamettewines.com) for more info.*

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