



WILLAMETTE
VALLEY WINE

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FOR IMMEDIATE RELEASE

PROMINENT OREGON WINE COUNTRY INDUSTRY VETERAN NAMED EXECUTIVE OF THE YEAR

-Eugenia Keegan Takes Top Honors from Wine Enthusiast's Star Awards-

(November 11, 2021) - Eugenia Keegan has been named Executive of the Year by Wine Enthusiast Magazine and its prestigious Wine Star Awards. The industry personality has logged 45 years in the wine world, spanning three iconic west coast appellations as well as roles abroad. Keegan is presently based in the Willamette Valley as the Vice President of Oregon Winery Operations and Business Development at Jackson Family Wines. The dynamic role sees Keegan overseeing the winemaking programs at Gran Moraine, Zena Crown, WillaKenzie Estate and Penner-Ash Wine Cellars, Siduri and La Crema.

Keegan is a familiar face in the Willamette Valley. In addition to the above roles, she's long been a champion of the local scene, taking on leadership roles with a host of pro-industry organizations. She is a board member on the Oregon Wine Board and has been a board member of the Willamette Valley Wineries Association (WVWA) and recently co-chaired, with her friend, Shirley Brooks of Elk Cove Vineyard, the 2019 Willamette: The Pinot Noir Auction—which raised more than \$1 million for the WVWA.

Brooks said, “Eugenia has held leadership roles in just about every aspect of the wine industry—winemaker, distributor, GM, sales. Yet I feel most blessed for having her part of the Oregon wine industry because of her mentorship. Having shared co-chair duties of the Willamette Auction with Eugenia she always brings a bit of pizzazz to the mix, wearing her Blundstone boots with her signature pearl necklace!”

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The Wine Star Awards occur annually and were first launched by Wine Enthusiast more than two decades ago. The aim is to honor individuals and companies that make outstanding contributions in the wine and alcohol beverage world. Nominees were selected by various full-time members of Wine Enthusiast Media and voted on anonymously. The top choices were picked based on things like consumer impact, commercial success, trendsetting and more.

“This is a tremendous award bestowed on somebody who could not deserve it more,” said Morgen McLaughlin, Executive Director of the WVWA. “Eugenia has been a tireless devotee to the Oregon wine community and its continued growth and success. She’s an important reason why the Willamette Valley is flourishing and known all over the world as a top wine-producing region.”

Keegan got her start in wine in northern California in the mid 1970s. Since, she’s worked harvests in France, commanded a host of top brands like Hop Kiln Winery and Bouchaine Vineyards and even started her own eponymous wine label focused on Chardonnay and Pinot noir. She took over as winemaker at Gran Moraine in Yamhill in 2014 before assuming her current role with Jackson Family Wines in 2016.

“Eugenia Keegan operates in the rarest of air within our wine industry as she is not only a driven and decisive leader in business operations of a world renowned winery business, a veteran winemaker with decades of experience making wine in multiple wine regions around the world, but she is also a cherished member of our community; a mentor, a neighbor, a friend and she handles both business and pleasure with the utmost fairness, thoughtfulness, grace and humor,” said Josh Bergström, general manager and winemaker at Bergström Wines.

Keegan bested an impressive group of international industry peers for Executive of the Year honors. Fellow nominees included Michael DeFeo of Laurent-Perrier U.S., Jon Guggino of Delicato Family Wines, Lamberto Frescobaldi of the Marchesi Frescobaldi group and Dr. Margareth Henriquez of Krug Champagne. Nominees were announced in early fall with the winners announced on November 11th. All winners will be profiled in Wine Enthusiast’s Best of the Year issue.



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About the Willamette Valley Wineries Association (WVWA)

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 www.willamettewines.com for more info.

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