



WILLAMETTE VALLEY WINE

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WHAT'S NEW IN THE WILLAMETTE VALLEY

SUMMER 2021

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

Summer is on the horizon in Oregon's most famous valley and the many area tasting rooms, wineries, restaurants, hotels and other wine country businesses are getting ready to once again greet visitors. With COVID-19 still very much in the foreground, the scene in wine country will look and feel a bit different this year. However, Willamette Valley producers are going above and beyond to reopen safely, adjusting service layout and structure to adhere to all of the public health guidelines.

Please visit <https://willamettewines.com/latest-statements-covid/> to stay up to date on openings, tasting options and all protocol related to the pandemic. Folks are advised to contact wineries directly to confirm visits and other engagements, as they're all subject to rescheduling or cancellation.

NEW OPENINGS, EXPANSIONS AND MORE

MARTIN WOODS WINE BAR

Esteemed Willamette Valley producer [Martin Woods](#) has opened a wine bar aptly named HiFi. Set in historic downtown McMinnville, the bar offers a combination of wines from Martin Woods' eponymous label as well as quality music spinning on the resident turntable. Woods has grown to prominence over the last several years, making some hypnotic wines from Pinot noir, Chardonnay, Grüner Veltliner, Cabernet franc and Gamay noir.

NEW FLIGHTS AT EUGENE AIRPORT

Getting to the southern Willamette Valley has never been easier. The Eugene Airport recently announced new flights, like a direct route to and from Hollywood/Burbank in Southern California.

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New Openings, continued

The airport also welcomes new carriers like [Avelo Air](#), and [Southwest Airlines](#), including nonstop service between Eugene and both Las Vegas and Oakland. The new routes make it all the simpler to access the many acclaimed wineries in and around Eugene, Junction City and Monroe.

LEAH ADINT APPOINTED ERATH CO-WINEMAKER

Leah Adint has officially joined Gary Horner as co-winemaker at Erath Winery. Adint was previously a winemaker for Ste. Michelle, the Washington label that oversees Erath. Holding a viticulture and enology degree from Washington State University, as well as a Master's in oenology from the University of Adelaide, Adint brings plenty of knowledge and experience to Erath. The nomadic vintner has honed her craft in cellar roles all over the planet, including California, Europe and Australia.

NICOLAS-JAY OPENS

The new headquarters for Nicolas-Jay is officially open. The gorgeous 53-acre property includes an estate vineyard along with a stunning winery and tasting room, housed in a modern barn-style structure built into the landscape. Situated in rural Newberg, the new building will serve as headquarters for all of Nicolas-Jay's winemaking and event hosting. It features an expansive rooftop deck, a full kitchen, a wood-burning fireplace and floorboards made from local Douglas Fir trees.

NEW METHVEN LOFT

Methven Family Vineyards welcomes guests to its brand-new loft located just upstairs from its downtown Dundee tasting room. The 1,200-square-foot second-story space includes a fully stocked kitchen, a king bed, a balcony and more, and is walking distance from many restaurants, tasting rooms and shops. Guests can enjoy a flight on the main floor before heading up to enjoy the well-appointed flat above for an overnight stay.

RED HILLS MARKET LOFTS

Wildly popular wine country restaurant Red Hills Market now hosts overnight guests via its second-story lofts. Built around industrial and modern motifs, the rooms offer open floor plans and



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New Openings, continued

the amenities expected from a boutique hotel. Set just above the bustling market, the lofts are in close proximity to countless wineries and the many restaurants and tasting rooms of Dundee. In addition to the new lodging amenities, the Dundee hot spot celebrates its tenth anniversary this year.

ALEXANA EXPANSION

Northern Willamette Valley producer Alexana just wrapped up a substantial expansion to its Dundee Hills estate. The 5,200-square-foot addition allows for heightened tasting experiences and special gatherings. Inside, four sliding doors allow for flexibility when it comes to hosting events while the outer deck has been updated for year-round use. Alexana is now set up beautifully to accommodate everything from private tastings to offsite business meetings.

ABBOTT CLAIM DEBUTS

The Willamette Valley welcomes Abbott Claim, a new label from proprietor Antony Beck and vintner Alban Debeaulieu. The label focuses on Burgundian varieties Chardonnay and Pinot noir and will add hillside tastings, complete with caviar, to their hospitality offerings beginning this June. It all takes place in Abbott Claim's stunning new facility in Yamhill-Carlton, which boasts contemporary design along with Old World accents like a sprawling barrel room.

PONZI ACQUIRED BY BOLLINGER

Iconic French winery Champagne Bollinger now has an American brand in its portfolio. The label acquired Ponzi Vineyards, one of the Willamette Valley's oldest and most widely known producers, this April. Key figures including winemaker Luisa Ponzi and sales and marketing lead Anna Maria Ponzi will remain in their respective roles. Ponzi is one of the state's oldest wineries, founded in 1970 and beloved for its Pinot noir and Chardonnay as well as Italian varieties like Dolcetto and Arneis.



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STORY IDEAS

[A MOTHER'S DAY SALUTE TO WILLAMETTE VALLEY WINEMAKER MOMS](#)

Patience, a level head, a sense of humor and a lot of grit: winemaking and motherhood require a surprisingly similar set of skills. The Willamette Valley is chock-full of winemaker moms. The balance between career and motherhood, especially after a year like 2020, has been precarious. As a Mother's Day salute to the winemaking mothers in our region and to moms interested in our wines, the Willamette Valley Wineries Association (WVWA) has created a [special map](#) showcasing all the wine-making mama-led wineries found in the region. Additionally, the WVWA has offered a Q&A with several moms in the region, [found here](#). Finally, don't miss the WVWA's special [virtual event](#) on April 27, "What's it Like to Be a Winemaker Mom? A Conversation with Three Extraordinary Willamette Valley Women," featuring Anna Matzinger of [Matzinger-Davies](#), Jessica Mozeico of [Et Fille Wines](#), and Wynne Peterson-Nedry of [Ribbon Ridge Winery](#) and [00 Wines](#). [Register here](#).

[AL FRESCO TASTING](#)

Summer is the season for outdoor tasting in the Willamette Valley, especially with a pandemic still looming large. Wineries and tasting rooms all over the valley are taking advantage of patios, decks and stretches of vineyard to host guests. Enjoy a seated tasting with a stunning view of the surrounding Dundee Hills at [Archery Summit](#) or settle into the cozy lawn at [Cooper Mountain Vineyards](#), just paces from some of the oldest vines on the estate. Take in the meditative labyrinth at [Fairsing Vineyard](#) or wander the beautiful Japanese gardens at [Saffron Fields Vineyard](#).

[ONE-BARREL CHALLENGE](#)

Launching May 1, One Barrel Challenge features rare lots of wine and proceeds benefiting organizations that aim to make the industry more diverse and inclusive. Participating wineries include [Adelsheim](#), [Hazelfern](#), [L'Angolo Estate](#), [Division Winemaking Co.](#) and several others from the region, along with local celebrities and Oregon wine champions like CJ McCollum (who is taking part with his own label, Heritage 91) and Channing Frye. This year, the entirety of the proceeds will go to the Maurice Lucas Foundation. The wineries each donate a barrel of wine to the cause, equivalent to 25 cases.



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Story Ideas, continued

ZERO-PROOF TASTINGS

With wellness in mind, several Willamette Valley producers are offering alcohol-free tastings. Labels like [Raptor Ridge](#) in the Chahalem Mountains are engineering creative flights showcasing alcohol alternatives. Currently, the winery is mixing up mocktails made from flavored syrups by Portland's Honeybee Lemonade Syrups. [Ponzi Vineyards](#) is offering juice made from wine grapes like Gewürztraminer. The tastings offer an intriguing option for designated drivers, underage friends and family members or those simply abstaining. Find more Willamette Valley wineries offering alcohol-free options [here](#).

BILINGUAL WINE COUNTRY

An increasing number of regional wineries are offering tastings in languages other than English. Currently, [Raptor Ridge](#) is offering tastings in Spanish while [Domaine Divio](#) is conducting them in French. [Fullerton Wines](#) is going full Scandinavian, offering wine flights in Danish and Swedish. The trend honors both the international interest in Willamette Valley wines and the inherent diversity of the wine-drinking public. For a list of Spanish-speaking tasting rooms in the region, [visit this link](#).

NATIONAL ROSÉ DAY

On June 13, pink wines will pop because it's National Rosé Day. Willamette Valley wineries offer a wide variety of options within the wildly popular category. Some, like [Project M](#), make a sparkling rosé. Others, like [Illahe Vineyards](#), are making rosé out of grapes other than Pinot noir, such as Tempranillo. Whatever your rosé preference, the Valley is a prime place to celebrate. To find Willamette Valley rosé producers, please [click here](#). Find special rosé offers in the Valley [here](#).

LAWN GAMES

Summer is the season for outdoor entertainment and lawn games are a perfect wine country activity. Whether it's bocce ball, a giant game of Jenga or a competitive game of ladder toss, a sunny afternoon in wine country is the ideal backdrop. Willamette Valley wineries like [Domaine de Broglie](#), [Apolloni Vineyards](#), [St. Innocent](#), [Bluebird Hill Cellars](#) and more welcome guests to play on their grounds and

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Story Ideas, continued

enjoy their wines. More information on lawn games in the region found [here](#).

NEWBERG ART CRAWL

The City of Newberg has put together an itinerary for the art and wine enthusiast. It includes wineries and tasting rooms in town and in the general vicinity that feature art installations of some kind. Wineries like [Anam Cara](#), [Colene Clemens](#), [ROCO](#) and more are home to photography exhibits, original pastel paintings and blown glass that can be observed and, in some cases, purchased, in between sips of wine. More information can be found [here](#).

EVENTS

OREGON WINE MONTH

May 2021

Throughout the month of May, wineries all over Oregon are offering a host of events (virtual and in-person) and special offers in honor of the state's flourishing wine industry. One of the many features of the month is an educational seminar taking place May 10 about the Willamette Valley's nine distinctive AVAs, led by Master of Wine Bree Stock. [Register here](#). There's even a drawing for a Willamette Valley [sweepstakes adventure](#) consisting of two days and three nights in wine country, with itinerary assistance from the WVWA concierge team.

MAY IN WINE COUNTRY

May 2021

Summer in the Willamette Valley unofficially starts in May, as vines bloom to life and longer days beckon people out to scenic tasting rooms all over the Valley. May in Wine Country is an homage to just that, with member labels opening their doors, decks and patios for tastings that celebrate the beginning of another growing season. Memorial Day Weekend has long been the marquee draw, but this year the fun is being stretched out all month long with [special offers](#) and [events](#).



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Events, continued

SIP & SHOP

Ongoing

Abbey Road Farms is hosting a weekly Smash Burger pop-up, headed by former Holdfast chef Will Preisch. The ongoing event takes place the first Sunday of every month at Abbey Road Farms in Carlton through 2021. In addition to handmade burgers and estate wines, guests can shop for local creations and farm goods like fresh flowers, eggs, wine barrel furniture, jewelry and more. Reservations are suggested. More information can be found [here](#).

POUR OREGON

April 29–May 2, 2021

One of many events to go virtual this year, Pour Oregon returns in a slightly different format this year. The brainchild of regional wine club Cellar 503, the event features exciting wines from all over the state and the stories of the winemakers who produced them. Guests can select session packs of wines that accompany the various classes and demonstrations that unfold during the four-day event, which span topics such as BBQ and wine pairing, women winemakers and wine cocktails. [Learn more](#).

MOTHER'S DAY WEEKEND

May 8 and 9, 2021

Mother's Day is officially Sunday, May 9, but wineries throughout the valley are celebrating mom all weekend. Treat her to brunch and bubbles or a special wine flight with an accompanying bouquet of flowers. Indulge in fresh seafood at [Winderlea](#) or enjoy a wine and chocolate pairing at [Coelho Winery](#). As noted earlier, a new WVWA map featuring mom winemakers in the region can be found [here](#).

IPNC

July 24, 2021

The International Pinot Noir Celebration charges on this year, albeit in a restructured digital format. The longstanding event, which typically occurs in McMinnville, will transpire online this summer. Attendees of the 35th annual event will be treated to a case-and-a-half of special Pinot noirs and a



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Events, continued

formal seminar featuring a panel of legendary industry figures. The event also includes wine classes, cooking demos and a handful of surprises. [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, an annual, trade-only wine auction. Visit www.willamettewines.com for more info.

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