



# WILLAMETTE VALLEY WINE

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## FOR IMMEDIATE RELEASE

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### FALL 2024

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

Willamette Valley wine country waits all year for this — the agricultural holiday otherwise known as harvest. This gorgeous stretch brings cooler air and color to the valley, much to the joy of winemakers as vineyard stewards hand-pick ripe clusters from pristine vineyard rows. Tasting rooms are teeming with talk about the latest vintage as the intoxicating aromas of fermentation fill the air. Winemaking is a year-long effort, for certain, but harvest is the exhilarating crescendo.

But there's more than just baskets full of just-picked Pinot noir and punch downs in the cellar. The entire valley welcomes this, the most bountiful time of year, with special gatherings, new restaurant menus, cellar and vineyard tours, and much more. There's no better time to feel the industry's energy and see why so many consider this one of the best places to grow wine on the planet.

Pinot noir started here, and the noble Burgundian variety is still king. No other place on the wine map offers such an optimal blend of conditions for the stubborn grape. And as the newer generations enter the field, we're seeing more diversity in varieties than ever, with newer additions like Chenin blanc, Grenache, and Gouais blanc. During this invigorating time of year, all these grapes and more arrive on crush pads across the region, and the first wines of the year are born. For visitors, there's nothing quite like it.

Please visit [www.willamettewines.com](http://www.willamettewines.com) for additional information.

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### STORY IDEAS

#### **Pinot Noir Day**

August 18th marks Pinot noir Day, a special occasion that honors the significance of this revered French grape. Nowhere in the New World has Pinot noir found a more welcoming home than in the Willamette Valley. Sixty years after the first vines were planted in the region, the Willamette Valley continues to demonstrate the extraordinary potential of Pinot noir. Renowned for its expressiveness, Pinot noir reflects the unique touch of each winemaker, making every bottle distinct and showcasing the conversation of terroir in a way few other varieties can.

#### **More Flights to Wine Country**

Rising interest in the Willamette Valley is fueling an increase in direct flights to its renowned wine country. The newest route connects two vibrant cities, with [Allegiant Air](#) now offering direct flights between Austin, Texas, and Eugene, Oregon, at the heart of the southern Willamette Valley wine region. Visitors can dive into the area's rich offerings, from the picturesque vineyards of [King Estate](#) and [Iris Vineyards](#) to Eugene's vibrant culinary scene. In addition to the Austin-Eugene route, Allegiant also offers direct flights from Santa Ana, Las Vegas, and Phoenix to Eugene.

#### **Pigskin and Pinot**

With the University of Oregon now in the Big Ten, Willamette Valley Wine Country is excited to introduce football fans to a local favorite: wine. As fans and tailgaters converge on Eugene for the games, they'll discover more than just top-tier football—they'll be treated to the region's culinary delights and outstanding wines. This college football shift pairs some of the nation's top-ranked teams with one of the world's premier wine destinations, including winery gems like [Sweet Cheeks Winery](#), which is working with the University on various events and sponsorships.

#### **Craft and Craft**

Willamette Valley wineries have a longstanding tradition of collaboration and a deep connection to their environment, a spirit that continues to thrive today. At [Abbey Road Farm](#), this is celebrated through events like the Fall Market, where wine sets the stage for a gathering of local artisans, musi-

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cians, and chefs. [Potter's Vineyard](#) blends wine and art, showcasing both their wines and works by the owner and local artists. [Carlton Winemakers Studio](#) exemplifies teamwork, with numerous acclaimed labels sharing the facility's winemaking equipment over the years. Meanwhile, at [Soter Vineyards](#), the Provisions Tasting offers a true taste of place, pairing estate wines with bites made entirely from ingredients grown on the property.

### **[AHIVYOY's Fifth Graduation](#)**

As AHIVYOY celebrates five years of championing diversity in the Willamette Valley wine industry, the organization remains steadfast in its mission to uplift and empower the Latinx and Hispanic vineyard stewards who are its backbone. By offering educational opportunities specifically tailored to the Willamette Valley wine industry, AHIVYOY is transforming agricultural roles into sustainable careers. Recognizing that the soul of wine is cultivated in the vineyard, AHIVYOY is dedicated to enriching the lives of those who tend the vines, ensuring they receive the recognition and opportunities they rightfully deserve.

### **Wineries and Wellness**

Wellness is making a strong presence in the Willamette Valley wine scene. Tasting Rooms are increasingly offering activities like yoga, meditation, and outdoor adventures. At the historic [Knudsen Vineyard](#), visitors can enjoy a hike through the vineyard, while wineries such as [Youngberg Hill](#) and [Narmaste Vineyards](#) host yoga classes. For those seeking relaxation, a spa day at [The Allison Inn & Spa](#) is a perfect complement to wine tasting. Additionally, wineries like [Sequitur](#) and [Beaux Frères](#) invite guests to explore their scenic trail connecting the two estates, blending physical activity with the enjoyment of wine.

### **[Sustainability Beyond Marketing](#)**

While "sustainability" is a buzzword often thrown around, the Willamette Valley wine community takes it seriously. Here, sustainability is backed by real certifications, frequently issued and monitored by third parties to ensure wineries stay true to their commitments. From B-Corp certifications to LIVE and Salmon-Safe, the valley is home to some of the most environmentally conscious producers, setting a high standard for the future in the face of climate change. In fact, the Willamette Valley boasts more B-Corp-certified wineries than any other region in the world.

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### **An Off The Beaten Path Overnight**

While a cozy bed and breakfast is always appealing, sometimes we crave something different. The Willamette Valley offers plenty of unique options, providing the perfect setting for an unforgettable weekend getaway. Guests can stay in a vintage luxury Airstream at [The Vintages resort](#), where a film and wine series awaits during harvest season. For a more unusual experience, consider a night at the historic and allegedly haunted [Hotel Oregon](#), or opt for a stay in a converted farm silo at [Abbey Road Farm](#). If you're traveling with a group, the [Atticus Hotel](#), [The Independence Hotel](#), and [The Dundee Hotel](#) all offer bunk rooms that accommodate multiple guests.

### **Fall Colors During Harvest**

Autumn is synonymous with harvest in the Willamette Valley, but the color palette afforded by the foliage can be equally captivating. The region's many deciduous trees come to life, framing vineyards in brilliant yellow and reds. The vineyards, too, change color before dropping their leaves and going dormant for the winter. Many vineyards celebrate as much, with [natural trails](#) through their estate and nibbles of just-picked grape clusters.

### **Finding Italy in the Willamette Valley**

For wine enthusiasts dreaming of Italy, the Willamette Valley offers a taste of Mediterranean flair without the transatlantic journey. [Alloro Vineyards](#) brings a European touch with Pranzo, a garden-sourced lunch paired with estate wines, and Cinque Case, a five-course meal celebrating autumnal ingredients like chestnuts, curated by renowned chef Chris Smith. [Ponzi Vineyards](#) honors its Italian roots by cultivating Arneis and Dolcetto since 1994, finding the Willamette Valley's cool climate perfect for these Piedmont varieties. Apolloni is the only vineyard in the valley with estate-grown Sangiovese Grosso and produces Nebbiolo. [Remy Wines](#), known for its estate-grown Lagrein, also sources Dolcetto, Sangiovese, Barbera, and Nebbiolo from nearby regions. [Cana's Feast Winery](#) even established the Italy in the Valley wine festival, celebrating the Northwest's unique interpretation of classic Italian wines, with the winemaker drawing inspiration from the rich traditions of the Italian peninsula.



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### **Holiday Pairings**

As the holidays approach, it's time to plan for big gatherings and even bigger meals. The Willamette Valley, renowned for its signature Pinot noir, offers the perfect pairing for Thanksgiving turkey and other holiday favorites. Crafted in small batches with the care and attention the festive season demands, our region's wines are ideal for any celebration. Consider a cool-climate Riesling from [Brooks](#) to complement ham, a Gamay noir from [Division Wine Company](#) for your turkey, or a [Hazelfern](#) Chardonnay that's perfect for appetizers. From the region's hallmark Pinot noir to Grüner veltliner, Pinot gris, and Syrah, the Willamette Valley has the perfect wine for every holiday table.

### **Holiday Gift Guide**

Wine makes a wonderful holiday gift, from festive sparkling wines to cellar-worthy Willamette Valley Pinot noir from standout vintages like 2021 and 2022. For something unique, consider a custom [Willamette Valley Wine Pendleton Blanket](#). This wool blanket beautifully captures the region's major landscape features, from vineyards and geographic elements to the Pacific Northwest's iconic forests, all woven with classic Pendleton patterns. Another thoughtful option is the [Map of the Geologic History of Soils in the Willamette Valley](#), which artfully displays the geological complexity of Oregon's renowned wine regions. For a more flexible gift, digital gift cards from wineries like [ROCO](#), [Elk Cove](#), and [Lemelson Vineyards](#) offer recipients a chance to choose their favorite wines.

## NEW HAPPENINGS

### **Flaneur Appoints New Vintner**

Anthony Sereni is the new winemaker at Flaneur Wines in Carlton. After a stint as assistant winemaker there, along with years logged at other esteemed Willamette Valley labels like Archery Summit, the New Jersey native takes over the label's intriguing cast of wines, including everything from Pinot noir and sparkling to lesser-knowns like Aligoté.



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### **Björnson in the Mac**

McMinnville welcomes Björnson Vineyards to the sprawling wine scene. The Eola-Amity producer specializes in Pinot noir, Chardonnay, Auxerrois, and more, with the new tasting spot offering a more intimate alternative to its estate tasting room and vineyard. The new Davis Street location offers the same convivial atmosphere and award-winning wines.

### **New Ambar Estate Tasting Room**

Newberg-based Ambar Estate unveiled its stunning new tasting room on June 20th. This captivating glass-walled space offers breathtaking views of the estate vines and Mt. Hood, providing a picturesque backdrop for various tastings, including food pairings and private suite experiences. Ambar's Chardonnay and Pinot noir showcase the distinctive terroir of the Dundee Hills, one of the valley's most renowned nested AVAs. Notably, Ambar Estate is proud to be the region's first Regenerative Organic Certified® vineyard.

### **Abbey Road Farm Upgrades**

Bistro meals and redesigned guest suites are the newest themes at Abbey Road Farm in Carlton. The menu includes items like asparagus with miso hollandaise and pork with fennel-apple-cabbage slaw. Guests can enjoy wines by the bottle or glass and pair them up with bites and small plates from resident chef Will Preisch, the former chef of Holdfast in Portland. There's even a Sunday Funday series starting in August that looks to educate guests with unique tastings.

### **Ricochet Wine Company Arrives**

Ricochet Wine Company is on the verge of opening its highly-anticipated tasting room. The space will showcase creative wines like Pet-Nat, Tempranillo, Mourvèdre Rose, and more. Ricochet was founded by long-time industry member Erich Berg, formerly of Domaine Serene and Day Wines.

### **WillaKenzie Estate Reimagined**

Prominent Valley label WillaKenzie has undergone a redesign. The iconic label, purchased by the Jackson Family in 2016, looks to keep things contemporary with new accents and interior design that



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better showcase the label's vineyard-driven Pinot noirs. Terroir is the inspiration for the updated tasting area, which is full of earthy furniture and artwork inspired by the area's environment and soils. The estate has been redesigned to reflect the texture of individual wines.

### **Sealionne Debuts Tasting Pavilion**

Operating from one of the coolest and most unique venues in the valley, Sealionne serves its wines from a vintage Airstream trailer. This new label focuses on lighter Pinot noirs and varieties like Cabernet franc and Chardonnay. Founded by the owners of Prive Vineyard, Sealionne embodies a down-to-earth vibe, offering tastings from both the trailer and an adjacent open-air barn. Visitors can enjoy these unique experiences from Thursdays through Sundays on Ribbon Ridge Road.

### **Corollary Wines Opens Unconventional Tasting Room**

Buzzing with a new radiant home in Amity, Corollary Wines is set up in a prime spot to pour its 100% sparkling offerings. The firetruck-red tasting room is a stunning piece of modern architecture, with unique open areas ideal for absorbing the surroundings. Private seated tastings are available by appointment.

### **New Tasting Room for Six Peaks**

Hillsboro producer Six Peaks Winery will soon have a new tasting room. Visitors will be treated to estate wines, mountain views, and tasty bites at the expanded space, set to open in June next year. It's an exciting development in the emerging Laurelwood AVA of the Chehalem Mountains. Six Peaks sources fruit from that appellation and other spots in the Valley and Walla Walla.

### **Antica Terra Opens Barrel Hall**

One of the Valley's most talked-about labels has a remarkable new home. Antica Terra has opened its barrel hall, where winemaker Maggie Harrison will spotlight her critically acclaimed wines. The tastings offered are some of the most thoughtful in the region, ranging from collective tastings to ones set in a canopy of oak trees or featuring lunch from house chef Timothy Wastell and library wines.



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### **Lachini Vineyards Opens Tuscan-Style Tasting Room**

Northern Willamette Valley biodynamic winery Lachini Vineyards has a new Tuscan-inspired villa to pour from. The beautiful stone building includes two levels of patio space for tastings and a cozy interior with breathtaking views. Vineyard tours are also available on this sprawling estate in the heart of the Chehalem Mountains.

### **The Four Graces Relocates**

Beloved wine producer, The Four Graces, is now operating out of a stunning new venue right next to The Black Walnut Inn in Dundee. The space houses a commercial kitchen anchored by chef Chase Williams, along with indoor and outdoor tasting areas overlooking the many folds of the valley. With warm wood tones and an amazing culinary program, the new home is already exceeding expectations.

### **Dundee Adds Shared Tasting Room**

A new shared tasting room has opened in Dundee, marrying the wines of [Lytle-Barnett](#) and [Aubaine Winery](#). It's a fitting pairing as both labels work out of the Carlton Winemakers Studio. The former focuses on sparkling wine, while the latter makes elegant Chardonnay and Pinot noir. Set in the core of Dundee, the joint tasting room is adjacent to the Dundee Bistro and Red Hills Market.

### **AVP Wine Collective Incubator Program**

Portland is no stranger to urban wineries, and the AVP Collective adds another slew of enological talent to the Rose City. The collective features a shared winery space and wine storage, allowing up-and-coming producers to share the costs of some of the industry's most cost-prohibitive elements. The program is the work of industry veterans Carrie Wynkoop and Corey Schuster.

### **The Triumphant Return of Nick's Italian Cafe**

Back after closing in 2023, James Beard Award-winning Nick's Italian Cafe in McMinnville is under new ownership but will keep serving its lauded recipes. The owners of Earth & Sea in Carlton took over and plan to honor many of the iconic restaurant's famous dishes. Nick's originally opened in 1977, quickly becoming a winemaker hangout and a culinary destination in the Willamette Valley. It's been a huge part of the charm of historic Third Street for generations.

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### **Elk Cove Elevates the Estate**

In September 2023, Elk Cove embarked on an exciting new chapter by breaking ground on a state-of-the-art event space nestled in the foothills of the Oregon Coast Range. This modern, Northwest-style addition is designed to seamlessly blend with the natural beauty of the surroundings, offering expansive views of the vineyards. While the current tasting room, the Roosevelt Room, remains unchanged, the original octagonal tasting room built in 1981 has been replaced with a sleek, rectangular building. This new space, open soon, features clean lines, large glass doors, high ceilings, and spacious covered patios, all thoughtfully crafted to enhance the stunning landscape.

### **Stoller Family Estate to Offer New Tasting Experiences**

Stoller Family Estate is shaking things up with an exciting new family of experiential tastings. Guests can choose between gastronomical adventures, legacy tastings focused on the estate's history, and a reserve tour through the world's first LEED Gold-certified winery, fit with five wines, cheese, and charcuterie. The lineup offers something a little different for visitors and shows the label's footprint in this coveted wine region.

### **La Biblioteca Collaboration**

Dundee Winery, La Biblioteca, has collaborated with one of the biggest names in the business. Lauded French winemaker Francois Millet has teamed up with the brand, adding some serious cache. Millet is most famously known as the former winemaker at Domaine Comte Georges de Vogue, touted as one of the best in Europe. With La Biblioteca, Millet will offer consulting advice, teaming up with esteemed Willamette Valley veteran winemaker James Cahill to craft expressive Pinot noir.

### **Barking Dog Settles in Carlton**

Established in 2006, Barking Dog Wines is about to open a new tasting room in Carlton. The Newberg label will offer an art gallery-inspired experience at the new spot, framed by great wines sourced from high-elevation vineyards. Barking Dog focuses on the entire spectrum of Pinot noir, from a white version to rosé and the standard dry red.



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### **Willamette Valley Vineyards Garners More Praise**

The USA Today 10 Best Readers' Choice Awards have spotlighted the valley once more. This year, major awards went to Willamette Valley Vineyards. The formidable outfit was deemed to have the number one tasting room in the country as well as the number two wine club. A panel of wine and travel writers prescribes awards.

### **Willful Wine Celebrates 25th Vintage**

Willful Wine is celebrating its 25th harvest this year, a significant milestone for owner and winemaker Pam Walden. The name "Willful" is a tribute to both Pam's determined spirit and the Pinot noir grape she lovingly crafts. Pam has been making wine in the Willamette Valley since 2000, sourcing grapes from across Oregon to produce around 5,000 cases annually in their urban winery in NE Portland.

### **New Farm Excursion Tasting at Soter**

For those interested in unique farm experiences, Soter has just launched an exciting excursion wine tasting. This immersive experience includes a walk-around tour of the 240-acre biodynamic Mineral Springs Ranch. It offers a fascinating insider look at the farming and agricultural practices central to Soter. Plus, you'll get to meet their cows, pigs, and chickens!

### **New Seasonal Menu created by James Beard-Nominated Chef at Bryn Mawr Vineyards**

Bryn Mawr Vineyards unveils a new hyper-seasonal small plates menu to accompany their rotating flight of wines at the stunning tasting room in the Eola-Amity Hills. Curated and designed by James Beard-nominated chef Jonathan Jones of Epilogue Kitchen in Salem, the small plates menu changes monthly based on menu ingredients Jones can source as close as possible to the estate. In addition to the small plate menu, Bryn Mawr is hosting Peak Harvest Wine Dinners every Friday night, featuring a six-course wine and food pairing that is created by Chef Jones and Bryn Mawr winemaker Rachel Rose.

### **French Breakfast and Wine**

Nicolas-Jay is embracing its French roots but hosting a proper breakfast series, wine included. The new option, titled Le Petit Déjeuner, includes a cellar tour and winery visit, private wine tasting, and a traditional French breakfast provided by local purveyors like Carlton Bakery and Flag + Wire Coffee. The a.m. celebration of baked goods and Pinot occurs on Friday mornings by reservation.



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### A FEW SELECTED EVENTS

#### **Stargazing Events**

August 23rd, August 21st, September 14th, September 28th, 2024

Willamette Valley wineries are teaming up with the stargazing crowd to align with the Carlton Observatory Project for evenings devoted to the heavens. [MonksGate](#) hosts the first star party, fit the telescopes, wine, and views of the beyond. [Chris James Cellars](#) hosts a special stargazing meal on September 14th. The final event occurs at [Soter Vineyards](#), a fundraising event for the forthcoming observatory in Carlton.

#### **Culture Uncorked**

August 24th, 2024

Styring Vineyards honors the Indigenous history of the Willamette Valley with a special event about the region's tribes. Hosted by Dr. David G. Lewis, a member of the Confederated Tribes of the Grand Ronde, the event features a discussion followed by a mixer and social hour with glass pours.

#### **Silobration NW**

August 24-25th, 2024

Abbey Road Farms hosts a weekend of family-friendly fun featuring food trucks, burgers by the house chef, a bounce house for the kids, and ax throwing for the grown-ups. There's even a fitness element on Sunday, with morning yoga sessions and a 5K run.

#### **BIPOC Block Party**

August 31, 2024

Our Legacy Harvested, an organization established in 2020 to educate, advance, and empower the BIPOC community within the wine industry, will host its fifth annual BIPOC Block Party in front of Mac Market in McMinnville. The event will welcome the new cohort of harvest interns for the upcoming season while celebrating and supporting BIPOC artisans, chefs, brewers, vintners, and other industry professionals. Attendees can look forward to wine tastings, live music, dance performances, comedy, and a variety of family-friendly activities.

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### **Wine and Wellness Retreat**

September 27-29th, 2024

[The Dundee Hotel](#) is the backdrop for a weekend of wellness. The intimate retreat features private dinners, vineyard yoga sessions, sound baths, nature walks, and more. Participants will leave rejuvenated and have tasted some of the best food and wine in the area.

### **Pollinator Walk at Stoller**

September 29th, 2024

Stoller Wine Estate plays host to a bee-centric event celebrating the vital pollinators. Garden lead Corrine Gosnell curates the morning tour, which winds through Hanna Farm and the property's heirloom orchard. On display will be the native bee population, a major reason why the area is so agriculturally rich.

### **Tailgate**

October 6th, 2024

This dog-friendly event at Knudsen Vineyards involves a vineyard hike and wine tasting. Guests can choose the distance of their trek and enjoy a picnic halfway through the journey. Between the hike and wine, dogs and their owners will have plenty to sniff and take in.

### **¡Salud! Fall Pinot Noir Auction**

November 8-9th, 2024

¡Salud! is one of the most revered events of the year, dedicated to providing healthcare to vineyard workers throughout the Willamette Valley. This year's event will be held at The Ritz in Portland, featuring a Pinot noir auction to raise funds for this important cause. The goal is to ensure that healthcare is both accessible and affordable for the vineyard stewards who are essential to the region's thriving wine industry.



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### **Wine Country Thanksgiving**

November 29-December 1st, 2024

The valley's marquee wine event, Thanksgiving in Wine Country, celebrates the seasons with open houses, new wines, and special gatherings in tasting rooms all over the region. Many participants offer special pours, which are accompanied by everything from bites to live music and tours. The three-day weekend caps off the busy harvest season in style.

### **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 more than 400 members representing wineries, vineyards, industry, and hospitality businesses throughout the Willamette Valley region. To learn more about The Willamette Valley Wineries Association visit: [willamettewines.com](http://willamettewines.com)

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