

# the GRAPEVINE

NEWS FROM THE OREGON WINE BOARD



*News for May 27, 2014*

## LETTER FROM YOUR EXECUTIVE DIRECTOR

Dear Friends,

As we continue to monitor progress during Oregon Wine Month and track our media ads designed to build consumer awareness, it is sensational to see the creativity and energy going into on-premise promotions as well as retail displays in off-premise wine sections.

Here is one example of a well-merchandised retail display near Portland featuring wines from the Umpqua, Rogue and Willamette Valleys.



We are getting a rich and steady stream of ideas for making Oregon Wine Month 2015 even bigger and better for Oregon's fine wine shops and restaurants. Please keep your ideas coming.

Also, as part of Oregon Wine Month, we recently re-launched the Oregon Wines Fly Free promotion in partnership with **Alaska Airlines**. We are just within striking distance of our winery participation goal for this year-long program, which enables your tasting room guests to avoid the checked luggage fee when they bring a case of their favorite Oregon wine home on

### IN THIS ISSUE

[LETTER FROM YOUR EXECUTIVE DIRECTOR](#)

[EXPORT](#)

[MEDIA RELATIONS](#)

[MARKETING](#)

[EDUCATION](#)

[CALLS FOR WINE](#)

[OTHER](#)

### NEXT BOARD MEETING

**Jul. 31**

Walla Walla Valley AVA

Location TBD

Dial-in number:

1.855.212.0212

Meeting ID:

468-438-483

RSVP to [Rose Cervenak](#)

### UPCOMING EVENTS

**NE**

**DISTRIBUTION**

**WORKSHOP**

Jun. 18 from

10 a.m. - 2 p.m. at

Chemeketa's Northwest

Viticulture Center

**OREGON PINOT CAMP**

Jun. 28 - Jul. 1

**IPNC**

Jul. 25-27

At Linfield College in

McMinnville

their Alaska flight.

Do not miss the chance to [participate in Oregon Wines Fly Free](#). There is no charge to participate and the Oregon Wine Board is ready to send you free promotional materials for your tasting room that announce the program details to your guests.

For those wineries already registered and selling wine to Alaska passengers, remind travelers that TSA airport security agents request that wine cases be left open for inspection at the airport before boarding.

One additional reminder about the Wine Board's session on distribution with veteran New York wine sales executive Bill Sciambi. It will be held on the morning of Wed., Jun. 18 at Chemeketa's Northwest Viticulture Center near Salem. This seminar is offered in response to demand for more information on how Oregon wineries can select, compensate and work effectively with fine wine distributors. Bill brings decades of experience building brands in the New York area but the advice he will offer translates well to any major market. See more details on registration in the Education section of this Grapevine.

Cheers,



---

## EXPORT

### **EXPORT SURVEY**

The OWB is in the process of gathering information about Oregon wineries' export activities in 2013-2014. If you are active in the export market or interested in export possibilities, please take a few moments to fill out the survey. When the OWB receives requests for information and itinerary assistance from foreign journalists and buyers, it turns to these surveys as a primary source of information. In addition, the results of this survey allow the OWB to continue to receive the Market Access Program grant funds that pay for our export activities. This survey is also the most important data-driven tool to understand your export needs and priority markets.

You can complete the [form](#) and email it back to [Margaret Bray](#) or print it out and fax it back to 503.228.8337. Please note that the results will be reported in aggregate form only and that the information provided is completely confidential. For any questions contact Margaret.

---

## MEDIA RELATIONS

### **DAVID SCHILDKNECHT RESIGNS FROM THE WINE ADVOCATE**

The OWB was just informed that David Schildknecht has resigned from the Wine Advocate effective Jul. 1. David will not be reviewing Oregon wines this summer but hopes future endeavors will bring him back to experience and report on the developments in our wine community. OWB will inform you as

## OUR 2014 SPONSORS

---



**RANDOX**  
FOOD DIAGNOSTICS

**ETS**  
LABORATORIES<sup>®</sup>



soon as we know who will replace David and when the new critic plans to visit Oregon.

---

## **MARKETING**

### ***ARE YOU REGISTERED FOR OREGON WINES FLY FREE?***

There are now more than 266 [participating wineries](#) for the statewide Oregon Wines Fly Free program, so we are close to reaching our goal of 300. Join the movement and get your wines in the hands of consumers who may otherwise not be able to purchase it in their home states. Oregon Wines Fly Free is a promotion that your winery will not want to miss. Of the various regions that participate in similar Alaska Airlines programs, Oregon is the only region with a statewide program.

This program is open to all Oregon wineries. There is no fee to participate but [registration](#) is required. For more information, contact [Michelle Kaufmann](#).

### ***ADD YOUR EVENTS TO THE OWB EVENTS CALENDAR***

Several members in the industry have expressed the need for a master calendar of large events, both consumer and industry, to reference when planning. The Oregon Wine Board has a master calendar of events but needs your help to ensure that the calendar is complete. Events must be multi-winery, AVA or industry related. In addition to being listed on the master calendar, the OWB will also list all upcoming events in the Grapevine for reference. To submit an event, contact [Michelle Kaufmann](#).

Individual winery events will not be listed in the Grapevine or on the master calendar as OWB uses [Syndical](#), which syndicates individual winery calendar listings on the OWB website.

---

## **EDUCATION**

### ***ATTEND A CLIMATE ACTION EVENT PRESENTED BY LIVE***

LIVE's winery sustainability program will present its first progress report on the Northwest wine industry's efforts to reduce its carbon footprint. The event is May 29 from 4 - 5 p.m. at Winderlea Vineyard and Winery, where industry representatives and growers will outline the progressive work of wineries using the Carbon Reduction Challenge greenhouse gas reporting tool. LIVE operates the Carbon Reduction Challenge to enlist and inspire businesses in measuring and progressively reducing greenhouse gases.

The conversation will also focus on the sustainability efforts of Oregon's wine industry, the impact of climate change on Oregon wine production, and the example these efforts provide to other specialty crop sectors in proactively reducing environmental impact while also creating long-term resilient and adaptive agricultural systems.

The effort of Oregon's wine industry to reduce their greenhouse gas emissions regardless of regulatory legislation demonstrates its continued leadership in environmental stewardship and is an example of local and state leadership. President Obama is expected to address federal carbon pollution standards for power plants that are responsible for 40% of the U.S. carbon pollution causing climate change. Interested parties should [RSVP](#) if they plan to attend.

Featured speakers include:

- Abby Cullinan - LIVE, Winery Program Manager
- Bill Sweat- Winderlea, Co-Founder/Proprietor

For more information, contact: [Abby Cullinan](#) or [Keven Kennedy](#).

***EDUCATIONAL WORKSHOP: DISTRIBUTION IN THE NORTHEAST***

On **Jun. 18**, OWB will facilitate an informational workshop focusing on distribution in the Northeast. Presented by Bill Sciambi, a 30-year veteran of the wholesale wine industry, you will learn how to develop a strategic plan for selling your wines that serves you best, as well as how to manage priorities and expectations when it comes to wholesale distribution. Expect to find answers to some of the following questions: What are the nation's biggest wine markets and how do I fit in? What are my overall sales and marketing options - national, regional or state-by-state? How do I identify a "good distributor?" What should I expect from a wholesale distributor? What should a wholesale distributor expect from me? What are the unique benefits and challenges of distributing on the East Coast?

Bill Sciambi has developed a deep understanding of the wholesale wine industry. Since 2009, as a founding partner and current Chairman of the Board of Verity Wines LLC, a NY/NJ fine wine wholesale company, he has experience in strategic planning of wholesale wine operations, finance and long-term brand building.

The workshop will take place at Chemeketa's Northwest Viticulture Center on **Jun. 18** from 10 a.m. - 2 p.m. The cost to participate is \$20 and includes lunch. Deadline to [register](#) is Jun. 13. For questions, please contact [Margaret Bray](#).

***BARREL SEMINAR AND OPEN HOUSE AT REWINE BARRELS***

reWine Barrels is hosting a [barrel seminar and open house](#) on Jun. 20 from 1 - 6 p.m. and everyone in the wine industry is invited. reWine Barrels is a barrel renewal company that also offers full cooperage services. They have successfully renewed more than 6,000 barrels since 2009 and are celebrating the Grand Opening of their new 15,000 sq. ft. production facility in Salem. There will be mini-seminars throughout the afternoon including:

- Barrel care and maintenance with a focus on leak repair
- Head, belly and beetle bore
- How to efficiently open and close a barrel

They will also be presenting ways to create reliable cooperage tools at a fraction of retail cost. The reWine Barrel crew is excited to give attendees a proper tour of the renewal facility and showcase the technology used in the renewal process. There will be light snacks and beverages. Please feel free to bring a bottle to open and showcase your product.

---

**CALLS FOR WINE**

### ***ENTER THE SAN FRANCISCO INTERNATIONAL WINE COMPETITION***

There is still time to enter the [2014 San Francisco International Wine Competition](#), now in its 34th year. The competition will be held Jun. 20-22 at Hotel Nikko in downtown San Francisco. The deadline to enter is May 30. For more information, contact [Dottie Bridge](#).

### ***ENTER THE BEST OF THE NORTHWEST COMPETITION***

SIP Northwest Magazine is now accepting submissions for its third annual Best Of The Pacific Northwest issue. Released this October, this issue will feature the top picks for wine, beer, spirits and cider the region has to offer and will announce the winners in print. SIP will be awarding a "Category Champion" and the next top four "Best in Show." The issue will also cover industry leaders, trends, travel and products.

The beverages will be tasted blind, with a panel comprised of the Northwest's top palates and professionals, who will be relaying the verdict within the pages of the October issue. The goal is to provide SIP readers with unique and original content pertaining to the best of Northwest beverages and create an overall greater consumer awareness and appreciation of our area's liquid assets.

If you are interested in submitting wine to the blind tasting panel, please use the following guidelines:

- Cost of entry: \$30 for each wine submitted. Payment is accepted by check at the address listed below; please call 623.341.2473 for credit card payments.
- Send three (3) samples of each submission.
- Please fill out the attached [submission form](#) **in full** and include with your package or the submission will not be considered.
- Do not send more than four (4) submissions per category. For example, if you produce multiple Cabernet Sauvignons, only four will be judged.
- For the categories involved with pricing, it is based on MSRP.
- The product must be currently available in the calendar year of 2014 or by Mar. 1, 2015.
- All entries must have a minimum production of 75 cases (12 bottles/case) of 750 ml bottles, or equivalent volume, for commercial availability.
- Reds must have the vintage dates of 2010, 2011, 2012 or 2013. Whites must have the vintage dates of 2011, 2012 or 2013. Rosés must be from 2012 or 2013.
- All products must be grown and produced in Washington, Oregon, Idaho or B.C.
- Submission receiving deadline is Fri. Jun. 27.

The categories are:

#### **Reds**

- Cabernet Sauvignon
- Syrah
- Pinot Noir
- Cabernet Franc
- Merlot

- Malbec
- Gamay
- Red Blends
- Red Single Varietal-All Others

**Whites**

- Chardonnay
- Pinot Gris/Grigio
- Riesling
- Sauvignon Blanc
- Pinot Blanc
- Viognier
- Gewurztraminer
- White Blend
- White Single Varietal-All Other

**Sparkling**

- All types

**Rosé**

- All types (2012, 2013 vintage)

**Dessert wines (red or white)**

- All types

Ship all entries and payment to the following:

SIP Northwest Magazine  
 Attn: Best Of  
 1700 7<sup>th</sup> Avenue, Ste 116 #378  
 Seattle, WA 98101

***SUBMIT WINES FOR PORTLAND MONTHLY'S "BEST WINES"***

This October, newsstands statewide will feature Portland Monthly's annual "Oregon's Best Wines" and submissions of your best wines are now being accepted for the blind tasting. As always, Portland Monthly will be looking for the best Oregon Pinot noir, but this year they're hoping to also highlight the many other varieties of wine Oregonians are making.

To submit, please follow the guidelines below:

- No more than five (5) wines total, from any one winery (feel free to send two (2) bottles of each in case of cork taint).
- Submissions must be from the 2010, 2011, 2012 and/or 2013 vintages.
- No more than three (3) Pinot noirs can be submitted.
- Whites, rosés, bubbly and non-Pinot reds are heartily welcomed.
- Each bottle submitted should be available for sale in October.
- If possible, please send a high-quality, white-background image of the submitted bottles to [Allison Jones](#) for inclusion in the magazine.

Send submissions to:

Rose City Self Storage and Wine Vaults  
 111 SE Belmont St.  
 Portland, OR 97214

Hand deliveries to Rose City can be made Monday - Saturday from 8 a.m. - 6 p.m.

Deadline to participate is Jun. 6.

### ***ENTER THE INTERNATIONAL COLD CLIMATE WINE COMPETITION***

Registration for the 6th Annual International Cold Climate Wine Competition is now open. The competition will take place Aug. 19 on the St. Paul campus of the University of Minnesota, where several of the cold-hardy wine grapes were developed. This year's competition includes additional categories for red, white, fortified, ice wines and cold-hardy fruit/grape blends. **The deadline to register is Aug. 7. For more information, contact Dr. Gary Gardner.**

---

## **OTHER**

### ***TEMPORARY BLENDING ALLOWANCE FOR LIVE WINERIES***

The LIVE board of directors held a special meeting on May 7 to discuss the allowance of fruit from other certification programs in a blended portion of wines that are **made in LIVE-certified wineries**. The board decided that there will be a three-year allowance, beginning with the 2013 vintage, that will permit the use of LIVE Certification claims on bottlings with source fruit meeting the following fruit-sourcing requirements totaling a minimum of 97% certified fruit:

- **At least 85%** of fruit is LIVE-certified.
- **An additional 12%** may be comprised of fruit certified, if not to LIVE standards, then to Salmon-Safe and one of the following standards: USDA Organic, Demeter Biodynamic®, Food Alliance.
- The remaining 3% may be of any certification status, including no certification.

Other standards not pertaining to fruit certification status, e.g. sulfur limits, still apply. See the LIVE winery certification standards for more details. All standards are subject to verification by a LIVE inspector.

This decision was unanimous by a quorum vote and will be revisited by the board in 36 months after it sunsets.

If you have any questions, please contact LIVE.

### ***OREGON WINE HISTORY ARCHIVE PROJECT UPDATE***

Linfield College received an Oregon Wine Board grant in 2013 to conduct historical research in Southern Oregon. Linfield student Mitra Haeri (class of 2014) accompanied Linfield archivist Rachael Woody as they recorded 18 oral history interviews with key people in the industry, viewable at DigitalCommons@Linfield, and digitized dozens of historical photographs to be uploaded later this summer. To learn more about their discoveries and how these materials are made available, please read their brief report or contact Rachael Woody at 503.883.2734.

### ***OCSW: PROGRAM ENDING***

Earlier this year the Oregon Wine Board solicited non-profit entities that might be interested in a transfer offer for the OCSW program. This week the final candidate declined the offer. For this reason, OWB will confirm with the last few OCSW participants and discontinue bottling lot approvals on Jun. 30.