



OREGON
WINE

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Unwine'd grand tasting kicks off Oregon Wine Month

OWB hosts first all-encompassing Oregon wine tasting in decades

PORTLAND, March 12, 2012 —Top wines produced by Oregon's wineries will be on display April 29 in Portland at the Oregon's largest statewide consumer tasting ever. The Oregon Wine Board (OWB) will host 100 wineries from every region of the state to kick off Oregon Wine Month.

May has been declared Oregon Wine Month in a proclamation issued earlier this year by Gov. John Kitzhaber. Tickets for the Unwine'd: Celebrate Oregon Wine tasting from 3 p.m. to 6 p.m. are now on sale at www.unwined.oregonwine.org for \$50.



"Oregon's wine industry has come a long ways since we last celebrated Oregon Wine Month and attempted a statewide tasting like Unwine'd," said Michael Donovan, chairman of the [Oregon Wine Board](#). "While showcasing our state's diversity, the event will allow consumers to meet and talk to Oregon's artisan winemakers. This is an opportunity for Northwest wine consumers to sample the incredible quality of Oregon wine from every region under one roof"

[Unwine'd](#) will include two educational components for consumers who want to experience Oregon Wine. [The International Pinot Noir Celebration](#) (IPNC) will host *Oregon on the International Stage*, a chance for wine consumers to compare Oregon Pinot noir to wines produced by other regions. The *Oregon White Wine Tasting Bar* will allow consumers to taste an amazing array of Oregon white wine varieties from around the state.

A dozen restaurants from Oregon and Southwest Washington all using locally sourced products will be featured at the grand tasting. Eight of the restaurants are members of the [Superior Cellar Award](#) program that have been recognized for offering outstanding selections of Oregon wines on their menus.

During Oregon Wine Month, wine retailers and restaurants throughout the state will be celebrating and promoting the Oregon wine industry, which contributed more than \$2.7 billion

to the state's economy in 2010. The month culminates with the annual winery opening houses on Memorial Day Weekend when most wineries are open for tastings.

Many individual wineries and regional wine groups will be conducting special events during May. An example is the [Yamhill-Carlton AVA Spring Tasting](#) on May 5.

For more information on Unwine'd, visit unwined.oregonwine.org. Unwine'd is a benefit for the Trust for Oregon Wine Education and Research.

About OWB:

The Oregon Wine Board (OWB) is a semi-independent Oregon state agency managing marketing, research and education initiatives that support and advance the Oregon wine and wine grape industry. The Board works on behalf of all Oregon wineries and independent growers throughout the state's diverse winegrowing regions. The Oregon wine grape and wine industry contributes more than \$2.7 billion of economic activity to the state economy each year, including more than 13,500 wine-related jobs.

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