

# OREGON WINE STATE OF THE INDUSTRY

**MICHELLE KAUFMANN**  
Communications Manager



OREGON  
WINE  
BOARD

# OWB ESTABLISHMENT AND PURPOSE

The Oregon Wine Board was created in 2003 by HB 3442 and established as a semi-independent state agency.

## Charter

“The Oregon Wine Board shall operate for the purpose of supporting enological, viticultural and economic research to develop sustainable business practices for wine grape growing and wine making within Oregon and supporting the promotion of Oregon’s wine grape-growing and wine-making industries.”

# 2016-17 BOARD OF DIRECTORS

<u>NAME</u>	<u>BUSINESS</u>	<u>LOCATION</u>
Dr. David Beck	Crawford Beck Vineyard	Amity, OR
Ellen Brittan	Brittan Vineyards	Carlton, OR
Michael Donovan	Irvine Vineyards	Ashland, OR
John Pratt	Celestina Vineyard & TeSoAria Winery	Medford, OR
William Sweat	Winderlea Vineyard & Winery	Dundee, OR
Steve Thomson	Cristom Vineyards	Salem, OR
Doug Tunnell	Brick House Vineyards	Newberg, OR
JP Valot	Silvan Ridge Winery	Eugene, OR
Hilda Jones	Abacela	Roseburg, OR

# INDUSTRY OVERVIEW



OREGON  
WINE  
BOARD

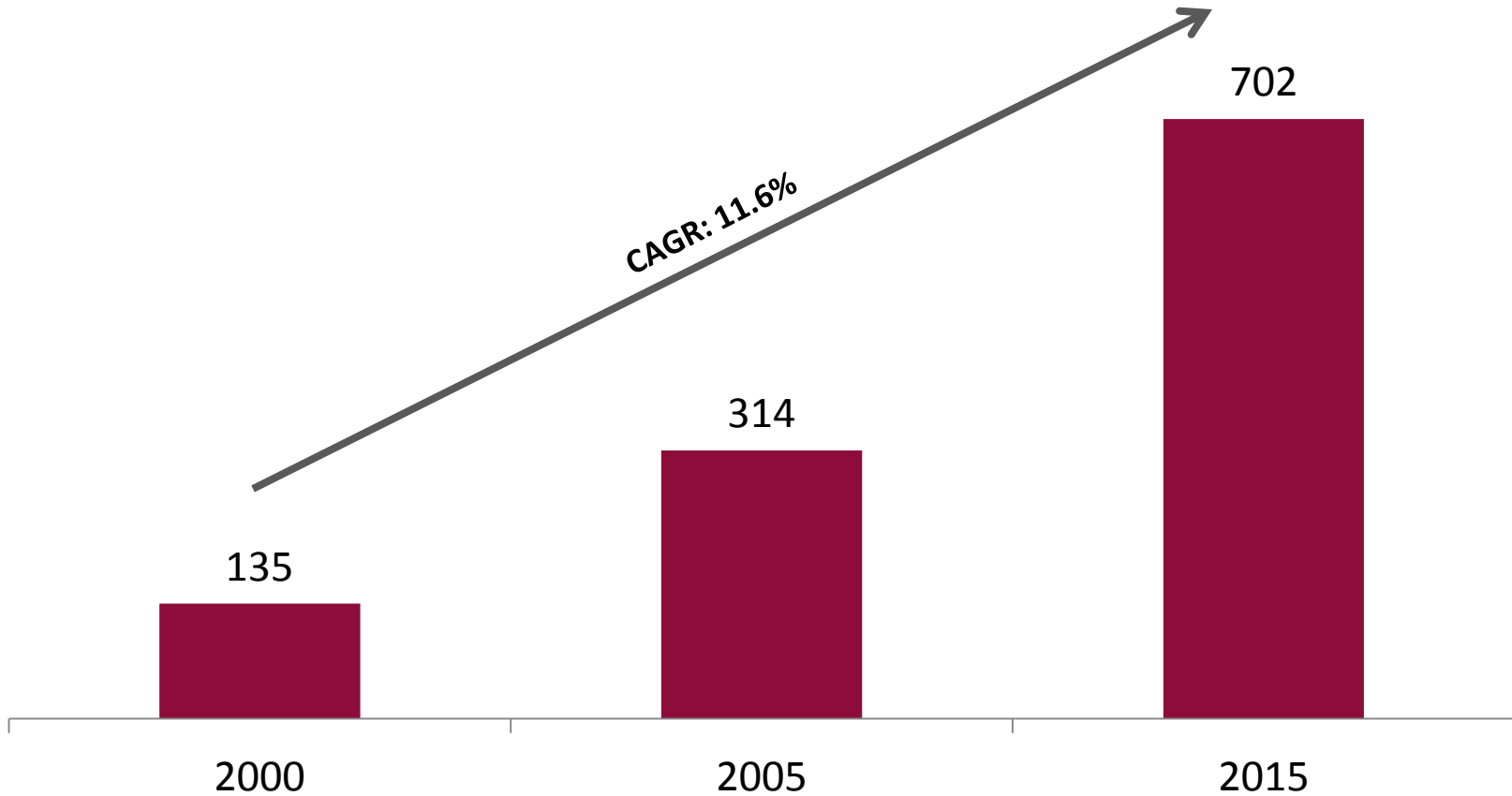


**Over the past six decades, Oregon has built on a foundation of pioneering spirit to achieve a global reputation for exceptional wine quality, responsible farming, collaboration and innovation.**

**The results have made Oregon the envy of those around the world who follow fine wine. The esteem in which Brand Oregon and our viticultural areas are held is the reason talent and investment capital migrate here and consumers around the world demand Oregon wine.**

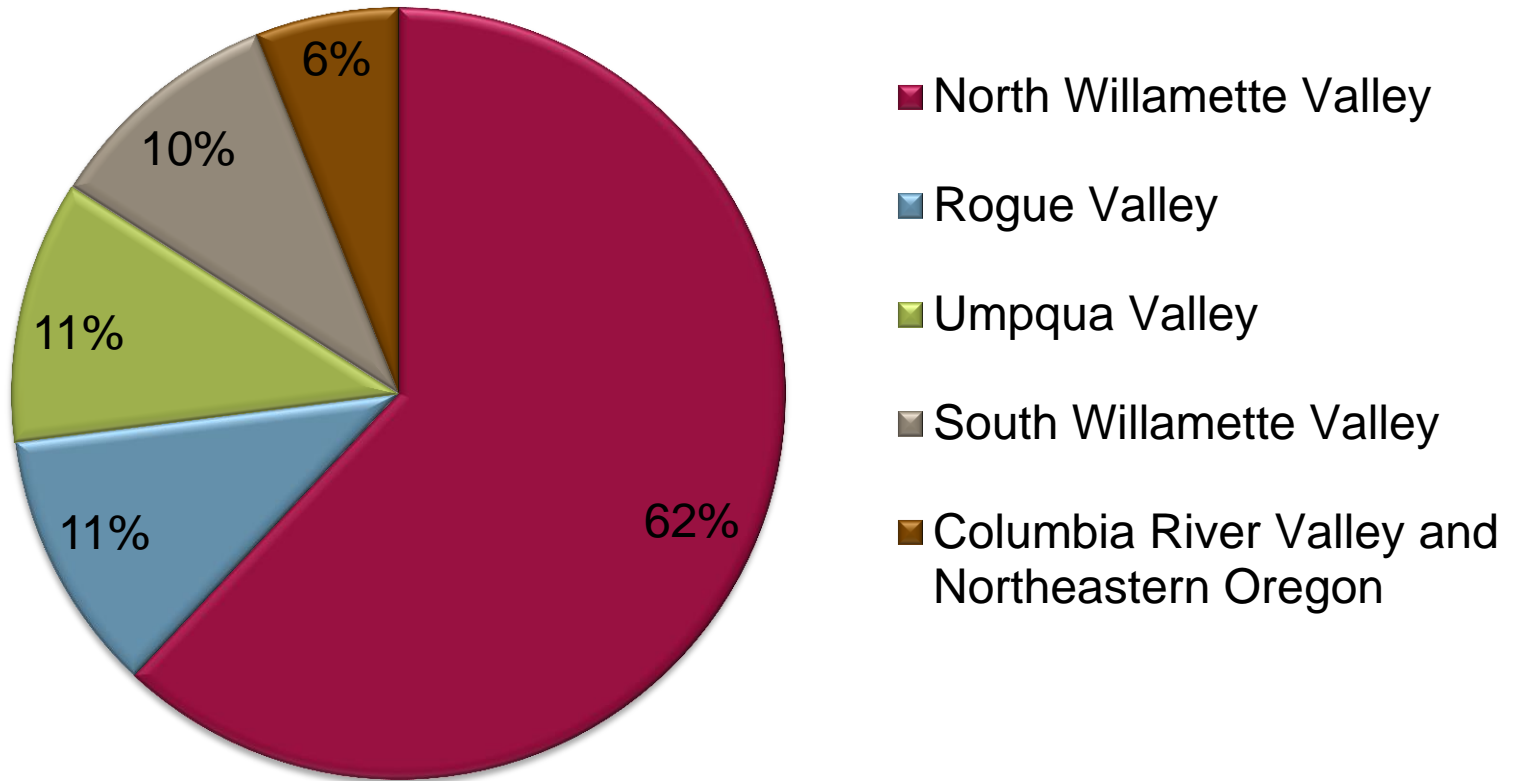
# OREGON WINE BY THE NUMBERS

**Oregon Wineries: 2000-2015**



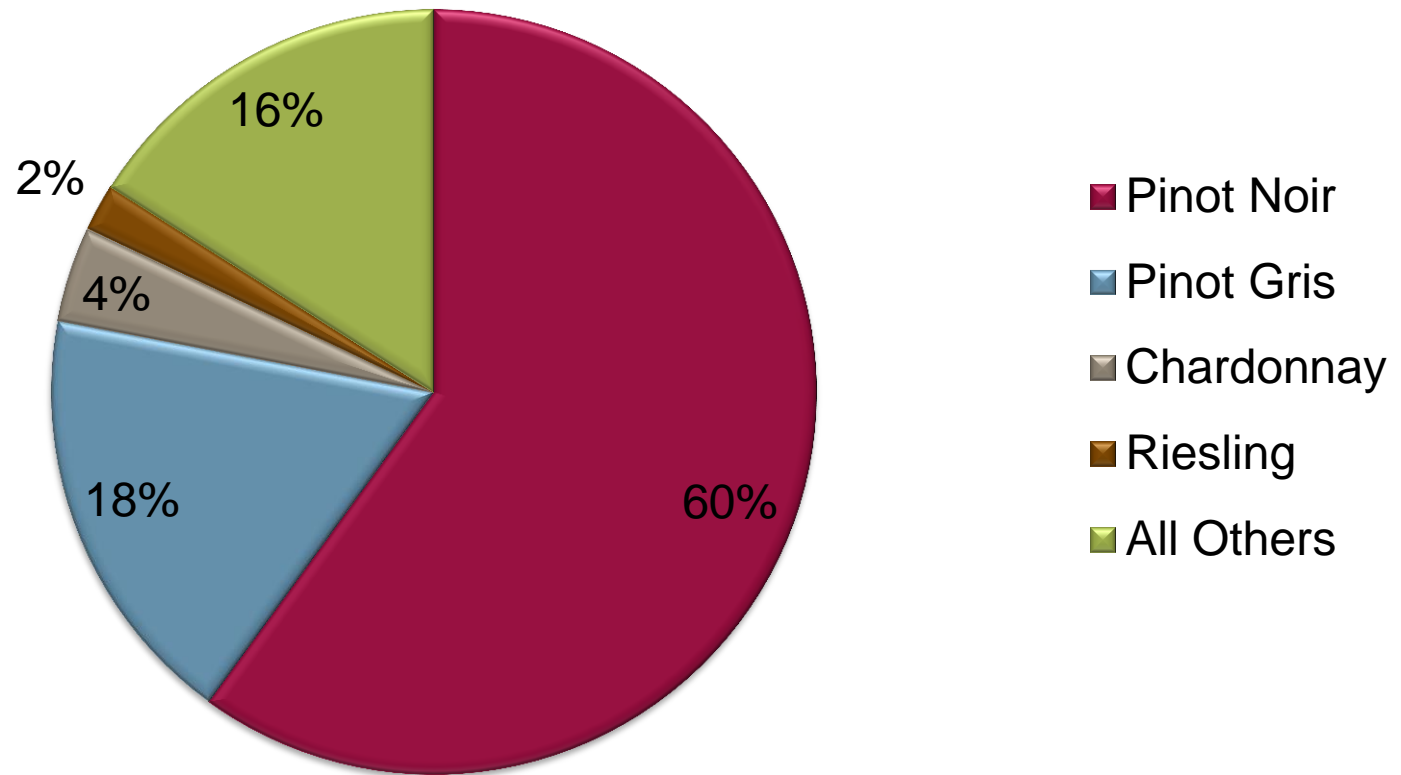
# OREGON WINE BY THE NUMBERS

## GRAPE PRODUCTION BY REGION



# OREGON WINE BY THE NUMBERS

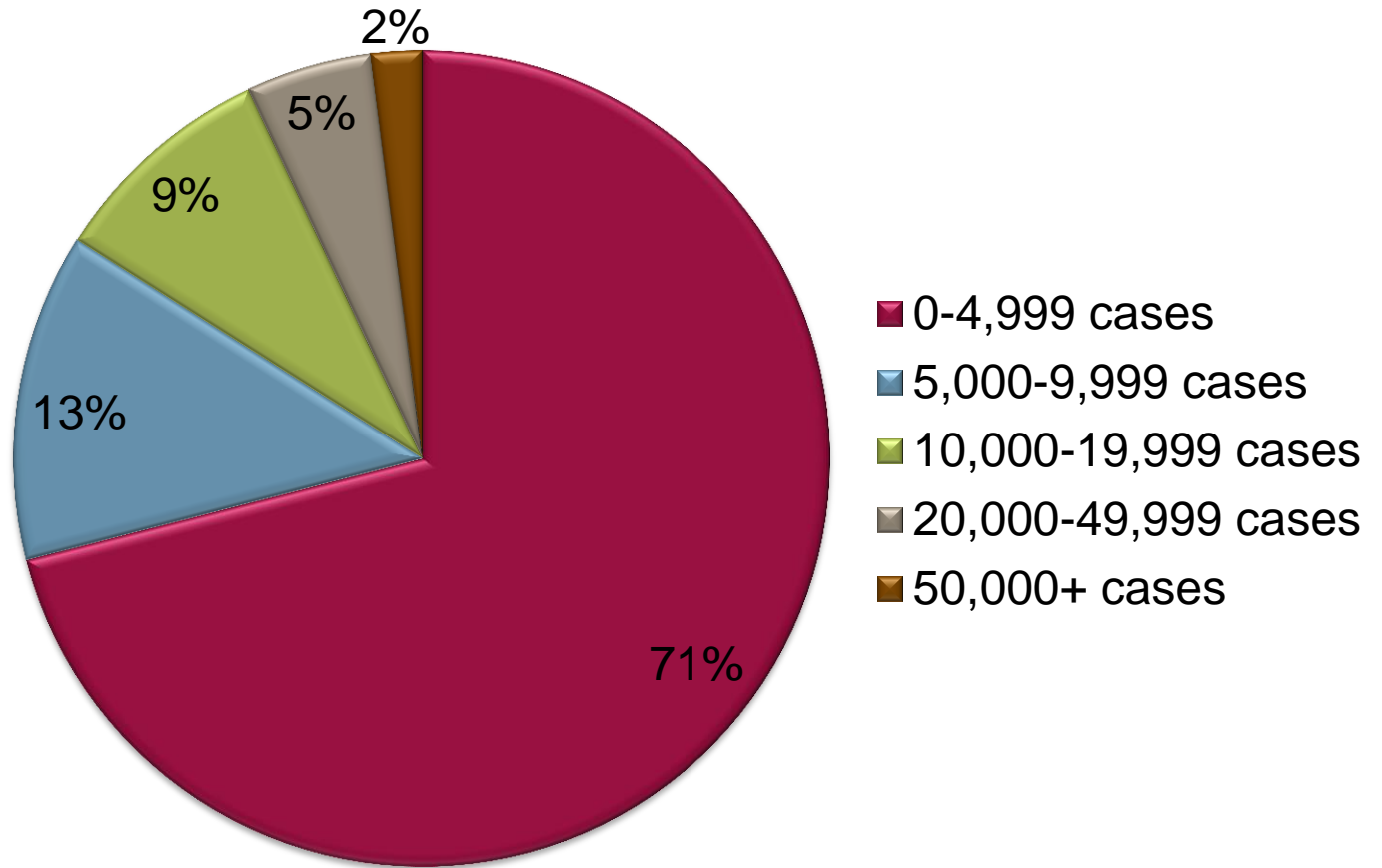
## GRAPE PRODUCTION BY VARIETY





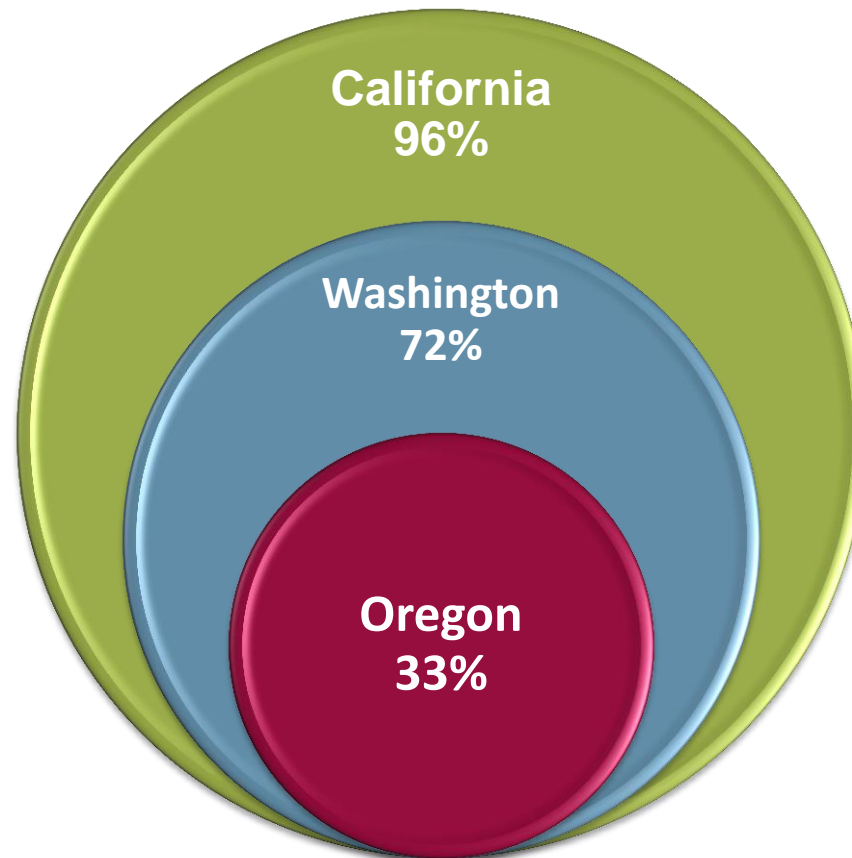
# OREGON WINE BY THE NUMBERS

## WINERY SEGMENT BY ANNUAL PRODUCTION VOLUME



# OREGON WINE BY THE NUMBERS

## AVAILABILITY OF REGIONAL WINES ACROSS THE U.S.



# ECONOMIC IMPACT



OREGON  
WINE  
BOARD

# OREGON WINE BY THE NUMBERS

\$3.35 billion

17,099 jobs

7,000 rural  
jobs

\$208 million  
in tourism  
revenue



# OREGON WINE BY THE NUMBERS

1 million of Oregon's overnight visitors visited a winery

1.1 million say that “taking a winery tour” was a trip motivator

*Source: Full Glass Research, 2013 OWB Economic Impact Study*

*Source: Longwoods International, 2011 Oregon Visitor Report*

*Source: MMGY Travel Horizons , Wave II, April 2013*





A painting of a rolling landscape with vineyards in the foreground, fields in the middle ground, and hills in the background under a blue sky. The scene is rendered in a painterly style with visible brushstrokes.

Oregon

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C 00000

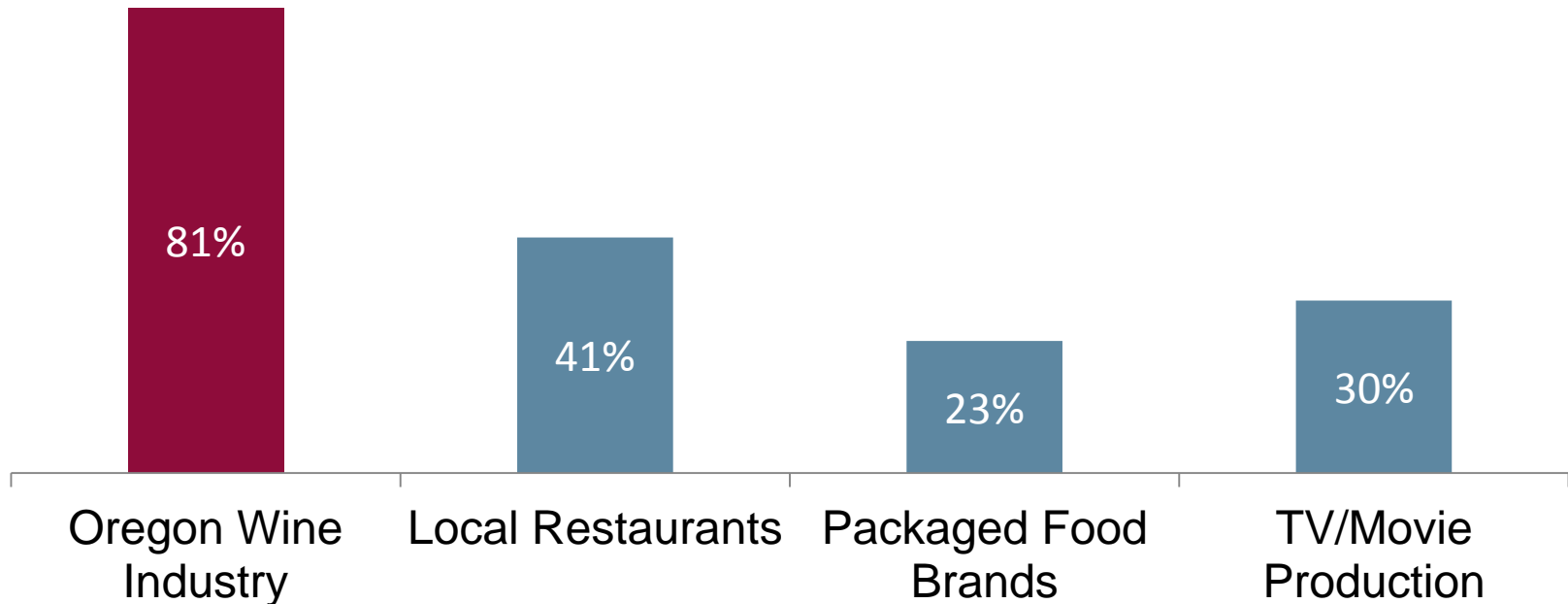
MONTH  
STICKER

WINE COUNTRY

YEAR  
STICKER

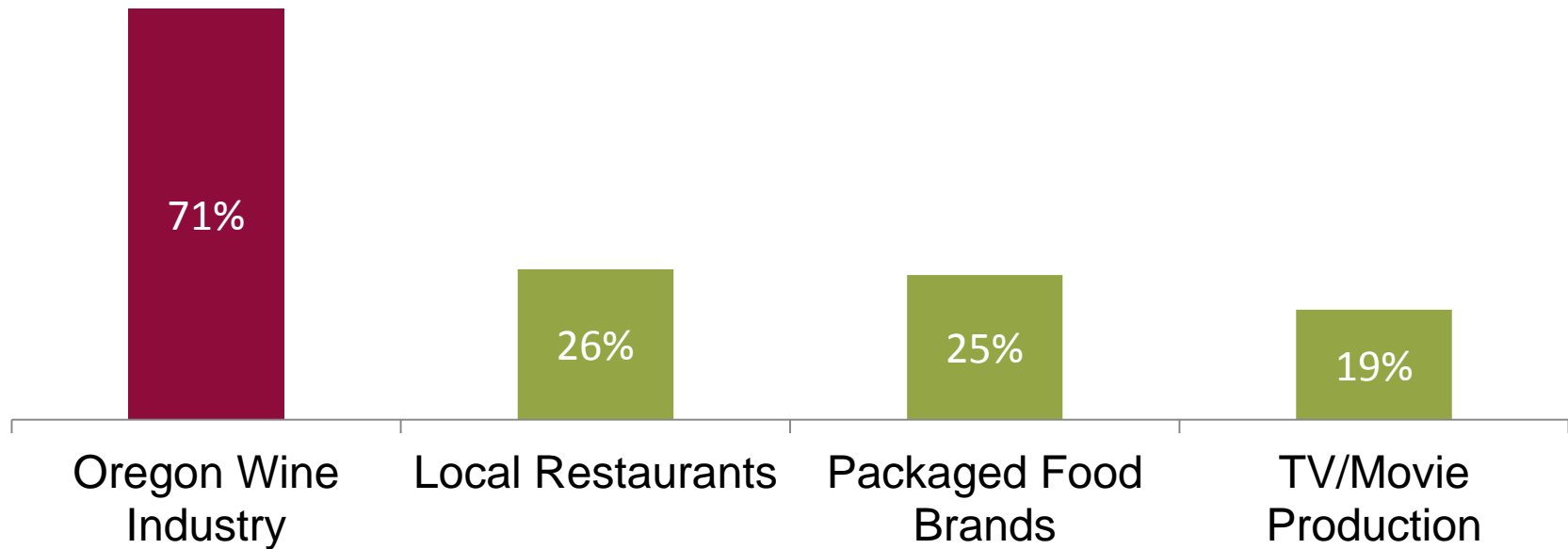
# OREGON WINE BY THE NUMBERS

**“THIS INDUSTRY HAS SIGNIFICANTLY IMPROVED OREGON’S REPUTATION”**  
(% AGREE)



# OREGON WINE BY THE NUMBERS

**“THIS INDUSTRY HAS A MAJOR IMPACT ON OREGON’S ECONOMY”  
(% AGREE)**





# MARKETPLACE INSIGHTS



OREGON  
WINE  
BOARD

# OREGON WINE REPUTATIONAL ATTRIBUTES

**Handcrafted, artisan wines**

**Small, family farms**

**Organic, sustainably made**

**Food-friendly wines**



# OREGON WINE ACCLAIM

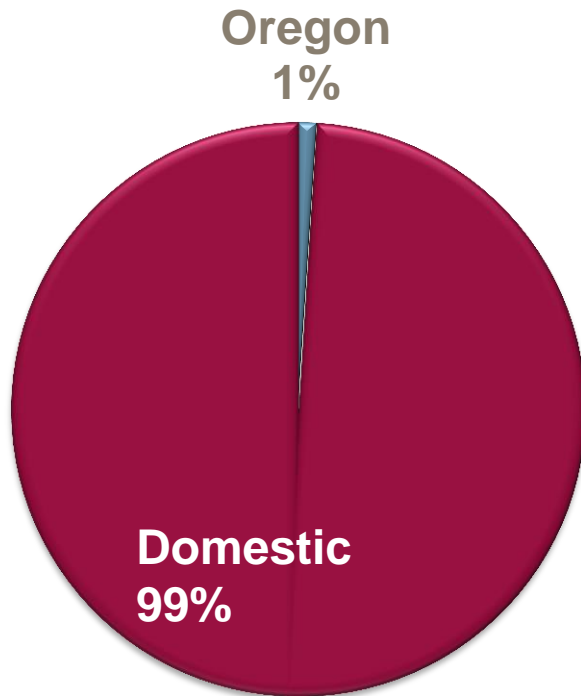


*“The story of Oregon wine no longer begins and ends with Willamette Valley Pinot Noir, as many of the state’s most exciting new offerings hail from Southern Oregon.”*

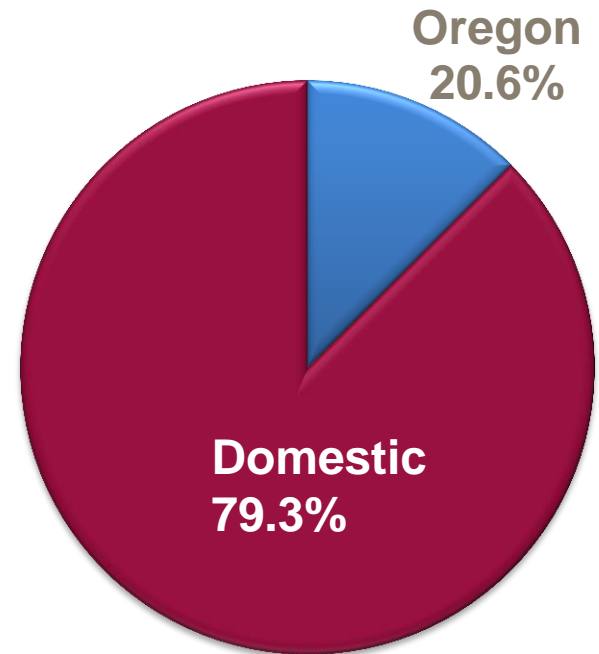
**Paul Gregutt**  
**Wine Enthusiast**  
**January 2016**

# OREGON WINE REPUTATION FOR QUALITY

## DOMESTIC WINE PRODUCTION - 2015



## WINE SPECTATOR 90+ RATED DOMESTIC WINES IN 2015



# OREGON WINE ACCLAIM

*“Roam from the Rogue Valley to the Applegate Valley, all the way north up Interstate 5 to the Umpqua Valley, and you’ll find about as many types of good wine as you would in your beloved bottle shop. Good wine. Albariño, Tempranillo, Chardonnay, Syrah, Viognier, Cab Franc, Malbec, and yes, plenty of Pinot Noir too.”*

**Rachel Levin**  
**Sunset Magazine**  
**October 2015**



# OREGON WINE BOARD PRIORITIES



OREGON  
WINE  
BOARD

# RESEARCH PRIORITIES

**Oregon Wine Board** has invested **\$1.8 million** in grant funding over the past five years to advance scientific **research in viticulture and enology** in the state.

## Research Priorities

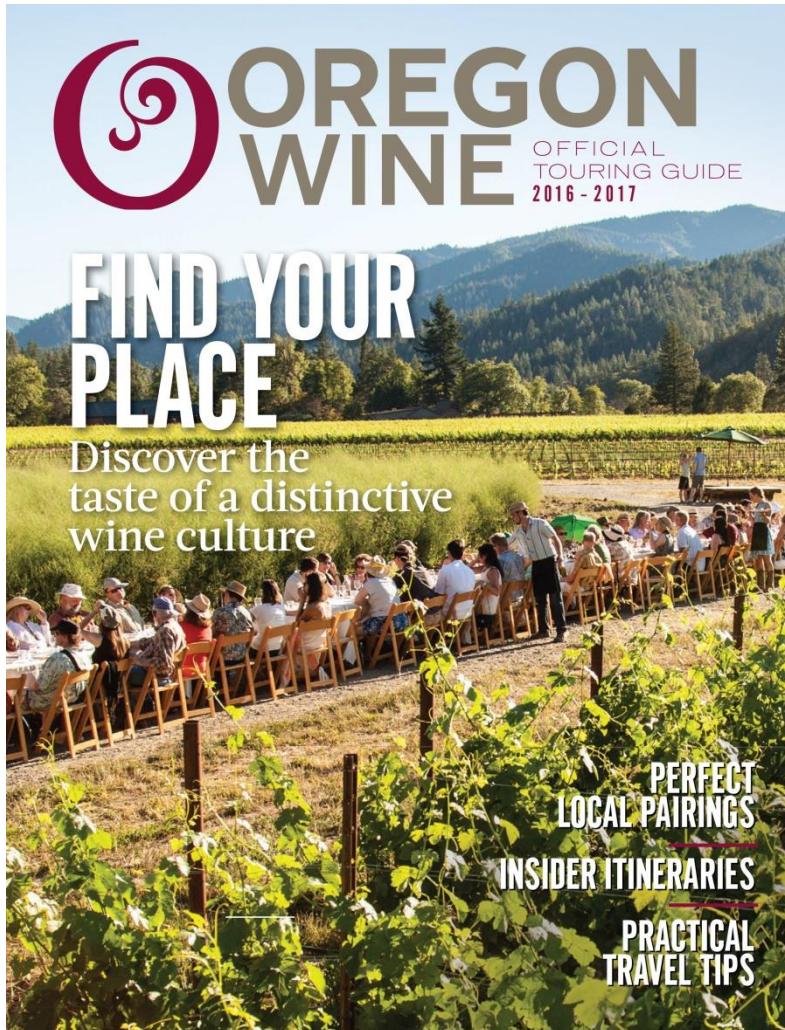
Develop wine quality

Educate wine grape growers

Improve vineyard and winery business practices and economics



# MARKETING PRIORITIES



- The inaugural edition was published in April 2016
  - Funded through a Wine Country License Plate grant administered by Travel Oregon
- By the end of June 2016, 191 Oregon winery tasting rooms and other businesses had requested a shipment of guides
- Consumers in 39 states have requested a guide be sent directly to them free of charge
- The Touring Guide is also available to view for free digitally at [oregonwine.org](http://oregonwine.org).

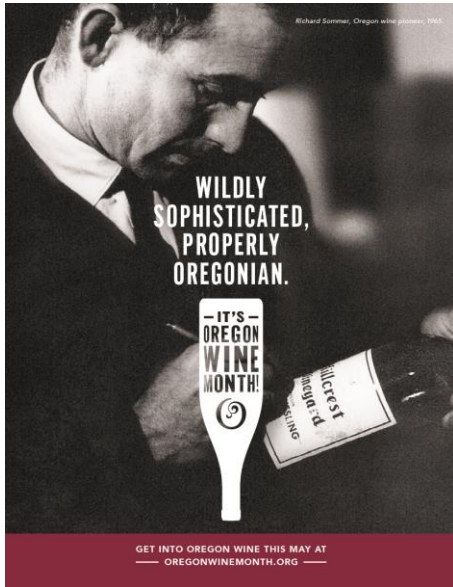


# MARKETING PRIORITIES

- Partnership with Travel Oregon and Alaska Airlines
  - Year-long program commenced April 2014; now extended through spring 2017
- Encourages tasting room visits and, more importantly, purchases
  - Alaska Mileage Plan Members can check a case for free from any Oregon airport (and Walla Walla, WA)
  - Complimentary tastings at more than 300 participating wineries
- More than 5,000 cases checked on Alaska from Oregon since program inception!



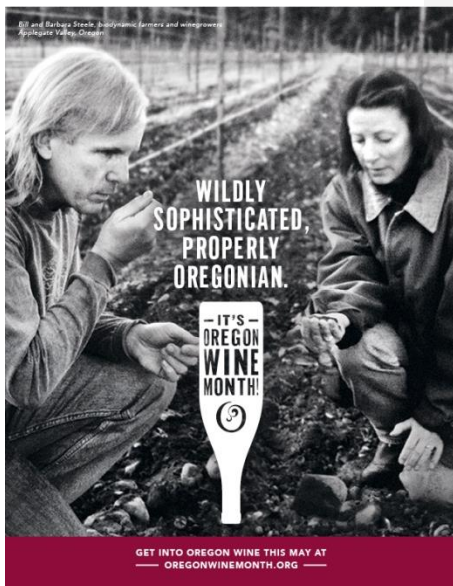
# MARKETING PRIORITIES



## THREE-PART MISSION

1. ENCOURAGE A  
SWELL OF TRADE SUPPORT

2. BUILD THE OREGON WINE BRAND  
WITH CONSUMERS



3. CREATE A PLATFORM FOR  
TACTICAL WINERY PROMOTIONS

# MARKETING PRIORITIES



112

**Recognized  
Restaurants**

The Oregon Wine A-List Awards recognize restaurants across the world displaying enthusiasm for Oregon wine and a deep appreciation of the diverse regions, varietals and producers of Oregon.

## OBJECTIVES:

- **Grow the presence of Oregon wine** on restaurant lists in Oregon, nationally and internationally
- **Express appreciation** and build relationships with Oregon wine's biggest, most influential fans
- **Increase sales** of Oregon wines at restaurants

# MARKETING PRIORITIES

The screenshot shows the Oregon Wine Board website homepage. At the top right, there are links for "Home" and "Industry". The main navigation menu includes "INTRO", "HISTORY", "PLACE", "AVAS", "WINE", "DOWNLOADS", and a search icon. The Oregon Wine Board logo is on the left. The hero section features a background image of a winery with the text "LEARN, TEACH, SELL OREGON WINE" and a "GET STARTED" button. Below this are three columns: "INDUSTRY STATISTICS" (70% of Oregon wineries produce fewer than 5,000 cases per year), "OREGON WINE HISTORY" (Oregon wine history dates back to 1847), and "ENVIRONMENTAL STEWARDSHIP" (Oregonians are fiercely protective of the land). Each column has a "View More Stats", "Learn more", or "Find out how" link.

Home Industry

OREGON WINE BOARD

INTRO HISTORY PLACE AVAS WINE DOWNLOADS Q

LEARN, TEACH, SELL  
**OREGON** WINE

GET STARTED

**INDUSTRY STATISTICS**  
70% of Oregon wineries produce fewer than 5,000 cases per year  
[View More Stats >](#)

**OREGON WINE HISTORY**  
Oregon wine history dates back to 1847.  
[Learn more >](#)

**ENVIRONMENTAL STEWARDSHIP**  
Oregonians are fiercely protective of the land.  
[Find out how >](#)

# EDUCATION PRIORITIES

- Expansion of the delivery model of current educational programs for **BOTH** business and technical support to include:
  - online webinars
  - online tools and resources
  - hands-on, statewide learning workshops

# INDUSTRY PRIORITIES

## MAKE **INDUSTRY.OREGONWINE.ORG** YOUR GO-TO RESOURCE FOR:

- **MARKETING** toolkits
- Grapevine newsletter archive
- Event submissions for industry and consumer calendars
- Upcoming **EDUCATIONAL** opportunities and materials from past seminars
- Updates on OWB-sponsored technical **RESEARCH**
- Marketplace listings for grapes, bulk wine and job opportunities
- Vineyard and Winery Census Reports, Harvest Reports and Economic Impact Studies

# A LOOK AHEAD FOR OREGON WINE

- Develop awareness and appreciation of Oregon wine quality among consumers
- Engage with trade influencers to increase availability of Oregon wine
- Drive competitive advantage through industry education
- Foster industry understanding and impact of funded scientific research



**THANK YOU**



**OREGON  
WINE  
BOARD**