

## OREGON WINE

### *Behind Every Bottle, a Place and a Face*

Oregon wines reflect the essence of the land where they are grown and of the people who craft them. The soils, the weather and the gentle sunny slopes throughout the state enable wine grapes to ripen slowly during the summer and fall and to develop complex, exquisite flavors. Our wine styles are uniquely Oregon – from our cool climate varieties like Pinot noir and Pinot gris to warmer climate varieties like Merlot, Cabernet Sauvignon and Syrah.

Our winegrowers and winemakers are handcrafted artisans who have a deep appreciation for the land. They farm sustainably to ensure the land is fertile for years to come. They understand that place matters and believe our unique geology and microclimates produce distinctive wines. Oregon winemakers are families, farmers and environmental stewards.

**Collaboration is key.** From the pioneers in the 60s and 70s to the up-and-coming stars, our industry works together to ensure that Oregon's wine and the state's reputation is world-class.

**Small, family-owned is our nature.** We are primarily small producers – many of whom make 5,000 cases or less – who believe that careful attention to detail produces great wines. Our pioneers and visionaries are still actively involved with their wineries, but there are also second generation winemakers and artisans trying their hand and creating boutique wines.

**Diversity is our namesake.** Our winegrowing regions and our winemakers are diverse. Varying microclimates throughout the state's 16 growing regions enable us to grow a broad range of varietals.

**Sustainability sets us apart.** No other winegrowing region is as unified in our dedication to sustainable farming practices. 23 percent of our vineyards are certified sustainable, organic and biodynamic. Many of those who aren't certified (34 percent) still believe in sustainable farming and employ the practices and principles in their vineyards. Both our larger, more established vineyards and our smaller boutique producers make sustainability a priority.