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Oregon Wine Board Launches First Statewide Mobile Wine Application

PORTLAND, Nov. 21, 2011 – The [Oregon Wine Board](http://www.oregonwineboard.org) today launched the Oregon Wine Map, the first statewide mobile directory of wineries and [Superior Cellars Award](#)-winning restaurants. The mobile application is available free for all mobile smartphones that have access to the Internet.

The directory includes more than 200 Oregon wineries, maps to tasting rooms, hours of operation, contact information and turn-by-turn directions. The application, which is the first in the U.S. to include an entire state's wine regions, is being released to coincide with the Thanksgiving Weekend in Wine Country when most of the state's wineries open their doors for tastings. Participating wineries also have information on the application at their tasting rooms.

Consumers can download the directory on their mobile phones through www.oregonwinemap.org or by scanning the application's QR code (see below). Once the directory appears on the phone, it can then be saved to the home screen as an easy-to-access Oregon Wine icon.



The application was developed by Portland-based LynkSnap, a developer of custom QR codes and mobile enhanced websites for the wine industry. LynkSnap has also worked with the Walla Walla Valley Wine Alliance and the Willamette Valley Wineries Association to develop similar mobile applications for their regional organizations.

“The Oregon Wine Map provides consumers with a quick and easy way to get vital information on wineries around the state as well as some of the top restaurants close to the wine regions,” said Sam Tannahill, chairman of

OWB.

In addition to the winery directory, the application also provides quick access to Oregon's 60-plus Superior Cellars award-winning restaurants. The Superior Cellars Award program was developed by the Oregon Wine Press and recognizes restaurants that have distinguished themselves by the selection of Oregon wine they offer customers. Many of these restaurants are located in or near Oregon's largest wine regions.

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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