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Oregon Wine Industry Symposium Gears Up for Portland Debut

Annual Industry Gathering Expected To Attract Record Attendance At New Venue

PORTLAND, Jan. 30, 2012 – Portland will play host to the [Oregon Wine Industry Symposium](#) for the first time in the industry's history Feb. 21-22 when the conference debuts at the Oregon Convention Center. The annual gathering of wine industry owners and executives was previously held in Eugene. This year's event is expected to attract more than 1,000 attendees.

"This looks like it will be our biggest Symposium ever," said Michael Donovan, chairman of the [Oregon Wine Board](#), sponsor of the event. "The Symposium is always a wonderful opportunity for the industry to come together as a community, learn and celebrate their achievements."

Panel To Assess State of Oregon Wine as Seen Through Eyes of World

In one of the highlights of the conference, a [panel of industry experts](#) will address the question of how Oregon wine is viewed in the eyes of the world. Panelists include Jeremy Noye of wine retailer Zachys; Doug Frost, wine consultant and writer; Josh Reynolds of Steven Tanzer's International Wine Cellar; and Sam Tannahill of A to Z Wineworks. David Millman of Domaine Drouhin will moderate the discussion.

This open, honest discussion will tackle themes of alcohol and acid levels, use of oak, extraction and other stylistic traits being hotly debated in the wine world. The panelists will look at where Oregon has been, where it is now and where it will or should go to survive in an increasingly competitive marketplace.

The two-day conference kicks off with an insightful look at the state of the Oregon wine industry through the lens of market research, climate and finance. This session is one of the most popular of the Symposium as it tries to look into the crystal ball and project the outlook for the Oregon industry over the next 12 months. The workshop promises to be a fascinating look at the financial climate, purchase data, consumer trends, distribution, pricing and inventory.

Eileen Brady, co-founder of New Seasons Markets, a 12-store Portland-based grocery chain that specializes in locally sourced, sustainable products, will address attendees in the Symposium's ongoing "inspiration" series, which brings relevant speakers from outside the wine industry. She will talk about how she and a group of friends developed the concept for New Seasons and then brought it to life while holding true to their core values. Brady is a candidate for Mayor of Portland in the 2012 election.

The Oregon Wine Industry Symposium is the primary educational vehicle for the Oregon wine industry. Topics covered in its breakout sessions focus on growing better grapes, making better wine, and selling more wine at favorable prices. [Early registration tickets](#) for the Oregon Wine Industry Symposium can be purchased until Feb. 10 on the event website.

In addition to a full slate of workshops and general sessions, the conference has attracted more than 140 industry related vendors to the trade show. Opening day activities culminate with the Oregon Wine Industry Awards dinner.

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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.