



*The Oregon Wine Center  
1200 NW Naito Parkway  
Portland, OR 97209  
(503) 228-8336  
[www.oregonwine.org](http://www.oregonwine.org)*

## **Gov. John Kitzhaber Designates May 2012 Oregon Wine Month**

*Industry Plans Series of Consumer, Trade, Media Activities, Events*

**SALEM, Jan. 18, 2012** – Oregon Gov. John Kitzhaber today announced that he has signed a proclamation designating May 2012 as Oregon Wine Month in recognition of the Oregon wine industry’s rapid growth, international reputation for quality and important contribution to the state’s economy.

Speaking to the annual meeting of the [Oregon Winegrowers Association](#) in Salem, Kitzhaber said, “The Oregon wine industry is not only a key part of our state’s economy—it’s an important part of our state identity. In a state where agriculture is our second largest industry, the wine-grape crop is Oregon’s leading value-added agricultural segment, contributing \$2.7 billion annually to the state’s economy.”

While this is not the first time a governor of the state has proclaimed an official Oregon Wine Month, it has been several decades since Oregon has officially recognized its growing wine industry. The Oregon wine industry comprises more than 420 wineries and 850 vineyards throughout the state and represents more than 13,500 jobs. From the birthplace of New World Pinot noir to warmer growing regions in Southern Oregon, the Columbia Gorge and Walla Walla Valley, Oregon has one of the most diverse and unique wine producing regions in the world.

“We are thrilled that the governor has signed the proclamation declaring May as Oregon Wine Month,” said Michael Donovan, chairman of the [Oregon Wine Board](#). “This is the perfect month to spotlight the importance of our statewide industry, showcase our outstanding wines and recognize the many talented entrepreneurs and hard-working employees who have built the Oregon wine industry into a treasured asset.”

Oregon Wine Month will include a wide array of retail, restaurant and consumer events and promotions that highlight Oregon Wine. The month kicks off with “Unwine’d: Celebrating Oregon Wine,”

a grand tasting of Oregon wines on April 29. The tasting is open to the public and tickets will go on sale soon. The tasting of wines from more than 100 Oregon wineries will be held in Portland, and feature the state's diversity of wines

In addition, participating retailers will conduct promotional campaigns showcasing Oregon wine and offering special pricing. [Oregon Superior Cellar Award](#) restaurants will offer their own promotions featuring Oregon wine. Oregon Superior Cellar is a program for leading Oregon restaurants developed in partnership with the [Oregon Wine Press](#). The program recognizes restaurants that feature diverse and broad selections of Oregon wines on their menus.

**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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**For further information, contact:**

Charles Humble, [Oregon Wine Center](#)  
(503) 228-8336  
[charles@oregonwine.org](mailto:charles@oregonwine.org)