



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

Oregon Wine Board, Oregon Wine Press partner to recognize top Oregon wine lists

Seventy restaurants receive Oregon Wine Superior Cellar Award

PORTLAND – Aug. 29, 2011 – In an effort to spotlight Oregon restaurants that are strong advocates for Oregon wines, the [Oregon Wine Board](#) (OWB) and the state’s leading wine-focused consumer publication, Oregon Wine Press (OWP), are partnering to raise the visibility of OWP’s Superior Cellar Awards™.

The Superior Cellar Award is the only program in the state that provides consumer guidance on restaurants that feature diverse and broad selections of Oregon wines on their wine lists. The goal of the program is to help consumers find restaurants, both in Oregon and elsewhere, that strongly advocate Oregon wine and to encourage restaurants to carry and feature Oregon wines.

“A growing number of fine restaurants currently carry wide selections of Oregon wines, and we applaud them, but there are still too many that do not,” said Steve Burns, acting executive director of the Oregon Wine Board. “We believe that for those restaurant owners who choose to carry excellent Oregon wine selections, we should help them make sure consumers are aware. Many Oregon restaurants focus on local sourcing in their food, but have not chosen to do the same in their wine selections.”

OWP debuted its Superior Cellar Awards in September 2010, selecting 41 restaurants for the designation. Under the new partnership, the list of restaurants will be refreshed on a regular basis. Restaurants are encouraged to display the Superior Cellar Award logo on their websites and in their establishments.



“We started the Superior Cellar Awards in Oregon Wine Press a year ago,” said Hilary Berg, OWP editor. “We are thrilled to be partnering with the industry’s largest winery and vineyard organization to expand the program and increase its visibility and familiarity with consumers and restaurants.”

Twenty new restaurants have been added to the program while one has closed, bringing the total number of Superior Cellar Award winners to 60 in Oregon. In addition, 10 restaurants from outside the state have also been chose as Superior Cellar Award winners for 2012. The entire list of restaurants and a complete explanation of the program can be found on the [OWP website](#).

“Waverly Root (a longtime American food journalist and author) said, ‘Where there is good wine there is good food.’ That's been our focus here at Higgins,” said Greg Higgins, owner of Higgins Restaurant in Portland, a Superior Cellar award winner. “To embrace both local food and wine by recognizing Oregon wine lists, OWP and OWB are helping to encourage others to do the same.”

The criteria for receiving a Superior Cellar Award was developed by OWP in consultation with the wine industry as well as members of the wholesale and retail trade. OWP editors evaluate wine lists for breadth, depth and balance as well as specific selections. Emphasis is also placed on waitstaff training and education, special tastings and other wine-related events are also taken into consideration.

Superior Cellar Award restaurants are regularly evaluated to assure wine lists maintain their Oregon integrity. Consumers are encouraged to suggest restaurants that should be considered for the designation. They can make those suggestions by emailing them to [Hilary Berg](#).

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 13,000 wine-related jobs.

###

For further information, contact:

Charles Humble, [Oregon Wine Center](#)
503-228-8403
charles@oregonwine.org

Hilary Berg, [Oregon Wine Press](#)
503-687-1266
hberg@oregonwinepress.com