

WILLAMETTE VALLEY



1965

THE LAND IS RICH.
THE STORIES ARE RICHER.

2015

We've grown from a few brave families and their dreams to a world-renowned wine region in just half a century. There have been many golden moments:

1965 - David Lett plants the Willamette Valley's first Pinot noir vines.

1980 - Challenge Tasting in Burgundy reconfirms high rating of The Eyrie Vineyards 1975 Pinot noir in the Gault-Millau Olympiades du Vin in Paris in 1979. International coverage of the upset brought widespread attention to Oregon Pinot noir.

1983 - The Yamhill County Wineries Association is formed, beginning with 11 wineries and later becoming the Willamette Valley Wineries Association in 2005.

1985 - Willamette Valley Pinot noir outshines French at the Burgundy Challenge at the International Wine Center in New York, at which the expert judges' top five wines consisted entirely of Oregon bottlings.

1987 - The International Pinot Noir Celebration debuts in McMinnville, bringing together the great Pinot noir producers of the world for a weekend of wine education, culinary excellence and friendship.



2000 - The first Oregon Pinot Camp (OPC) is held. Forty Oregon wineries combine their talents and resources to organize a remarkably creative and successful event, which has become one of the most beloved wine trade events in America.

2005-2006 - Six American Viticultural Areas (AVAs) within the Willamette Valley are approved.

2015 - Willamette Valley Wineries celebrate the 50th anniversary of the first Pinot noir plantings with more than 400 wineries in the region.

PHOTO BY ERIK OTERDAL

WILLAMETTE VALLEY TODAY

TOTAL NUMBER OF:

VINEYARD ACRES

PLANTED: 17,237

VINEYARDS: 647

WINERIES: 440

WILLAMETTE VALLEY % OF OREGON PRODUCTION

72% OF PLANTED VINEYARD ACREAGE

78% OF WINE PRODUCTION

87% OF PINOT NOIR PRODUCTION

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MAJOR VINEYARD SOILS

- MARINE SEDIMENTARY
- VOLCANIC (BASALT)
- WINDBLOWN LOESS

APPROXIMATE NUMBER OF WILLAMETTE VALLEY WINERIES THROUGH THE YEARS:

1970 – 5

1980 – 30

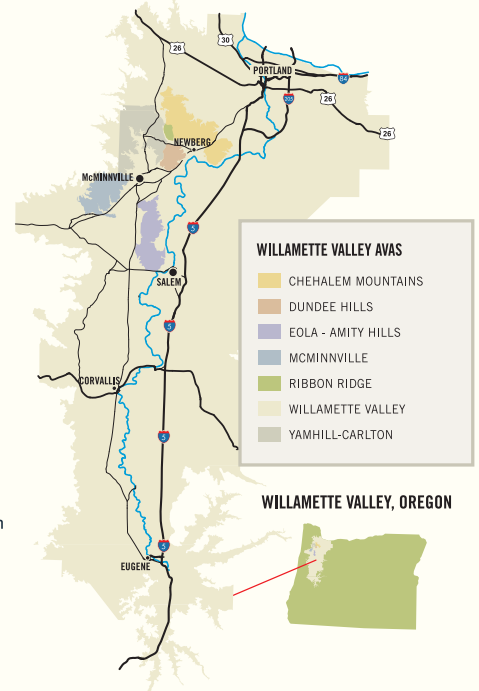
1990 – 60

2000 – 110

2010 – 300

2015 – 440

Data from 2013 Oregon Vineyard & Winery Census Report, Southern Oregon University.



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