



Oregon's Wine Reputation

Cluster Conference, Jacksonville

August 23, 2013



OREGON
WINE

Repu • u • ta • tion [rep-yuh-tey-shuhn] noun

1. the estimation in which a person or thing is held, especially by the community or the public generally; repute: a man of good reputation.
2. favorable repute; good name: to ruin one's reputation by misconduct.
3. a favorable and publicly recognized name or standing for merit, achievement, reliability, etc.: to build up a reputation.
4. the estimation or name of being, having, having done, etc., something specified: He has the reputation of being a shrewd businessman.

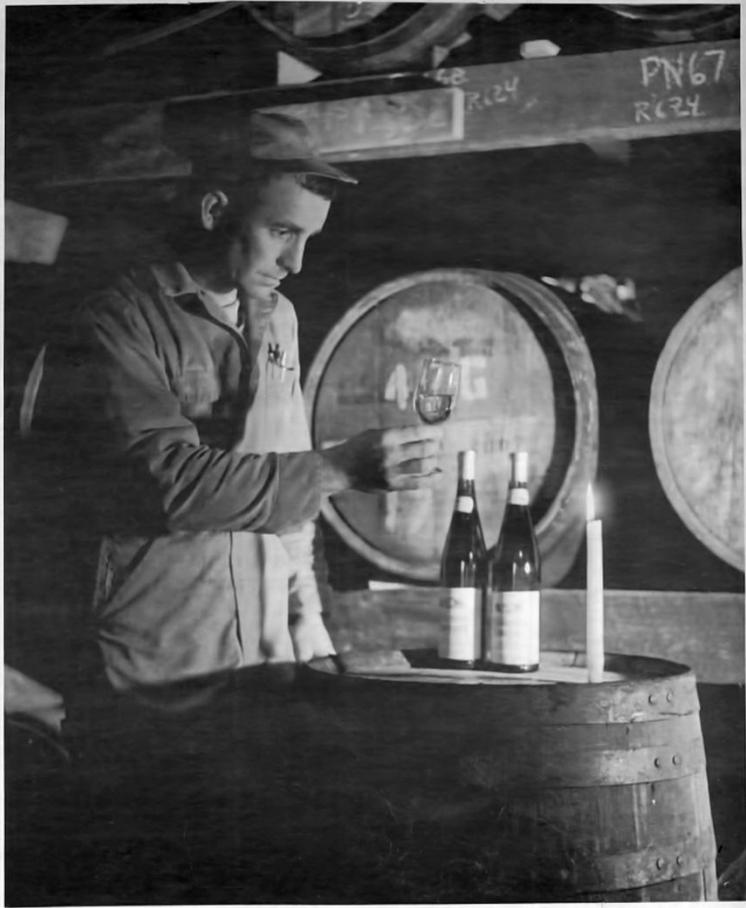


“Oregon wine is a relentlessly good news story.”



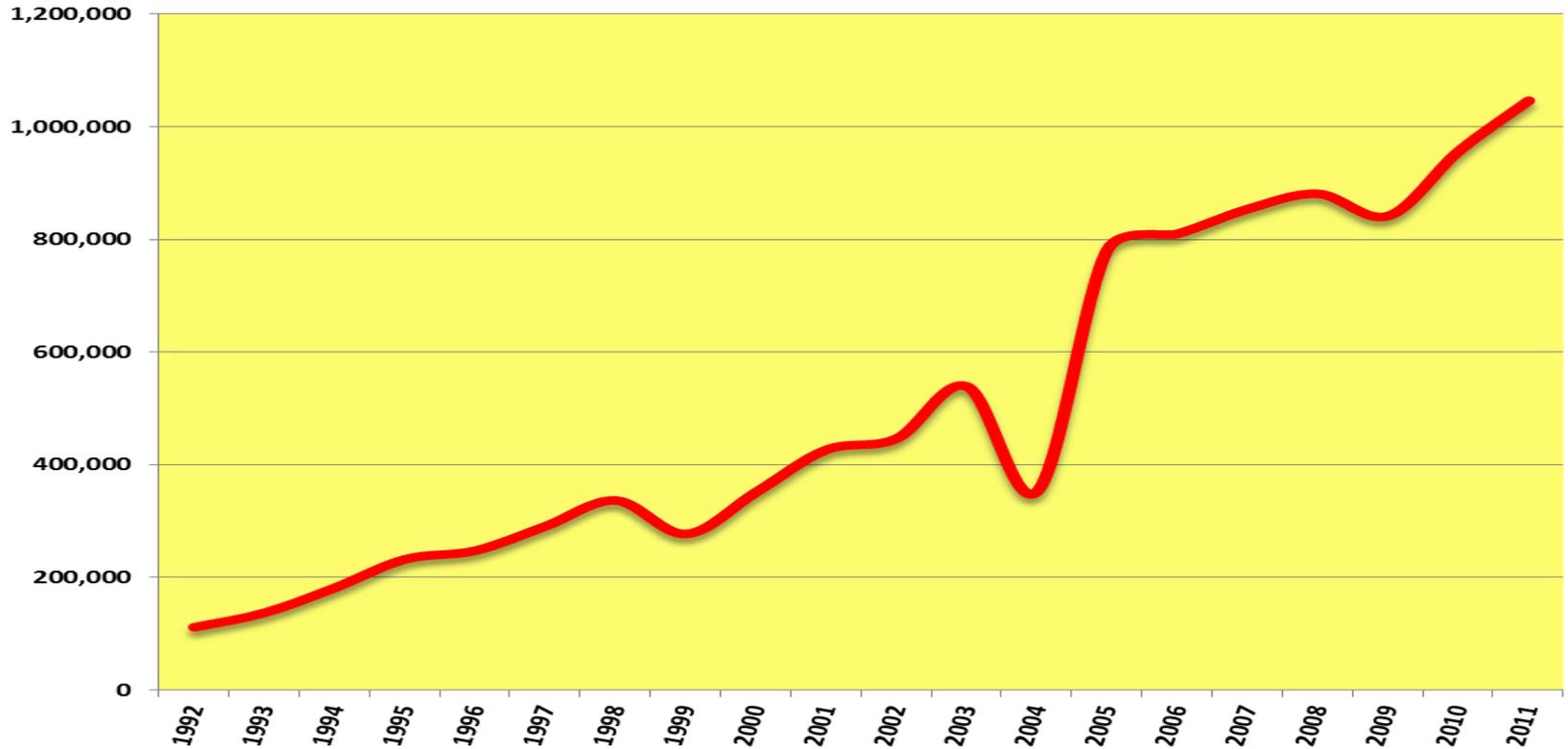


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Oregon Pinot noir sales (cases)



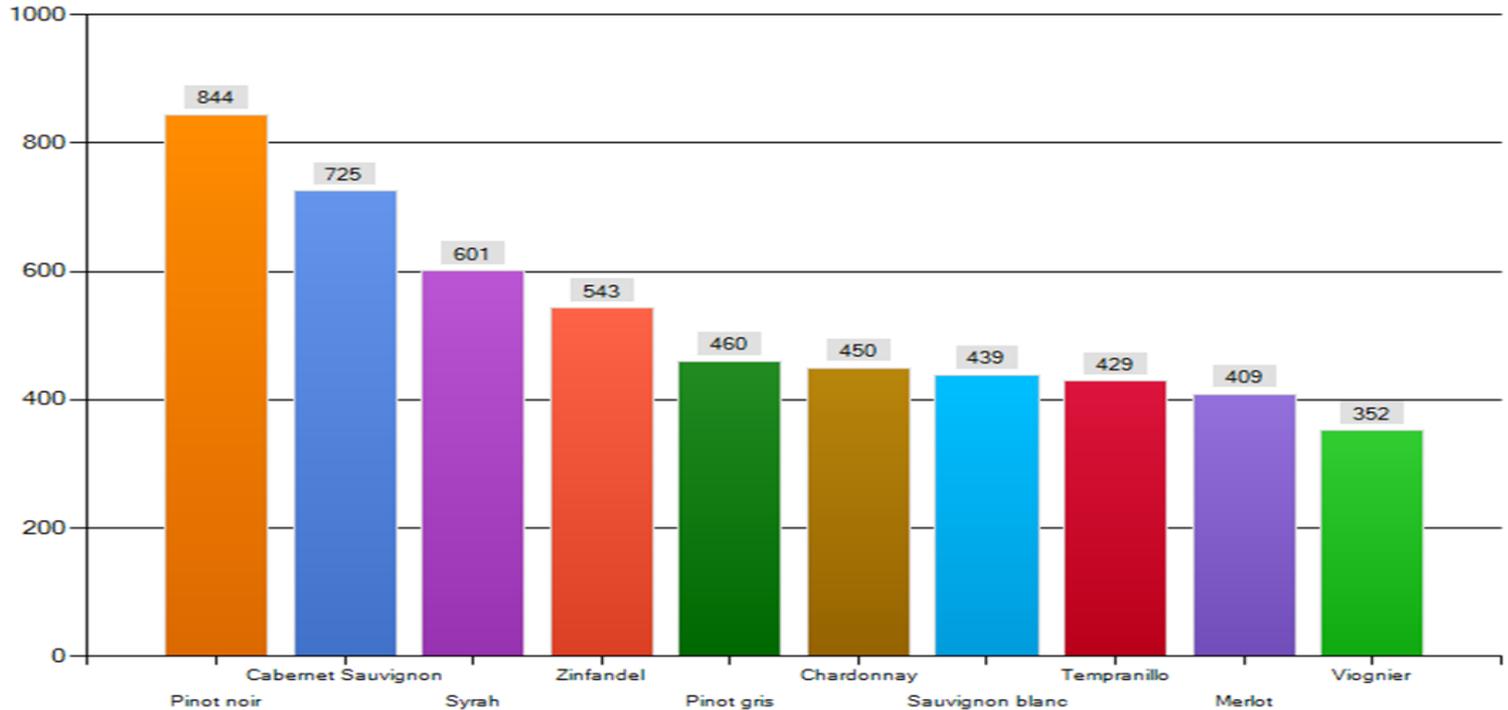
Consumers describe Oregon wine

- Pinot noir – 56%
- Willamette – 9%
- Great – 6%



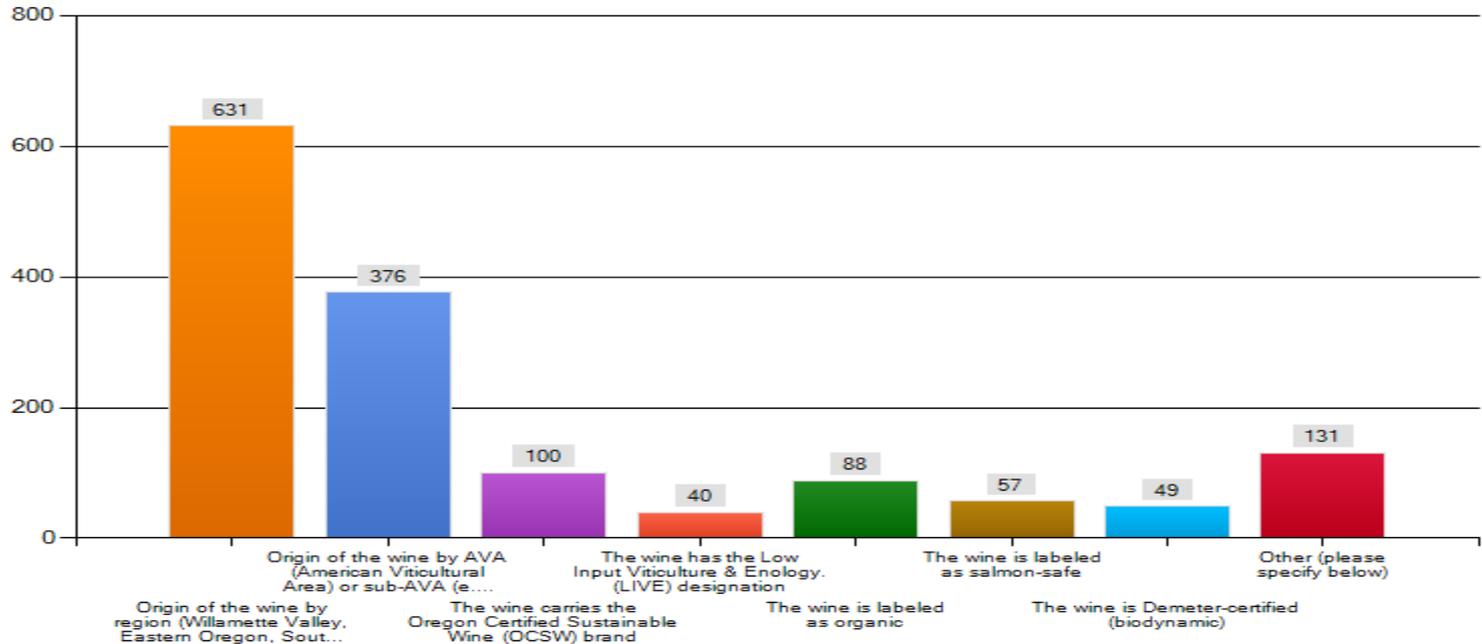
What consumers say they buy

4. Which, if any, of the following wines do you typically purchase? Check all that apply.



What influences wine purchase

6. Which of the following factors, if any, tend to influence you to spend a bit more on a bottle of Oregon wine than you usually would? Check all that apply. If you do not buy Oregon wine, please skip to the next item.



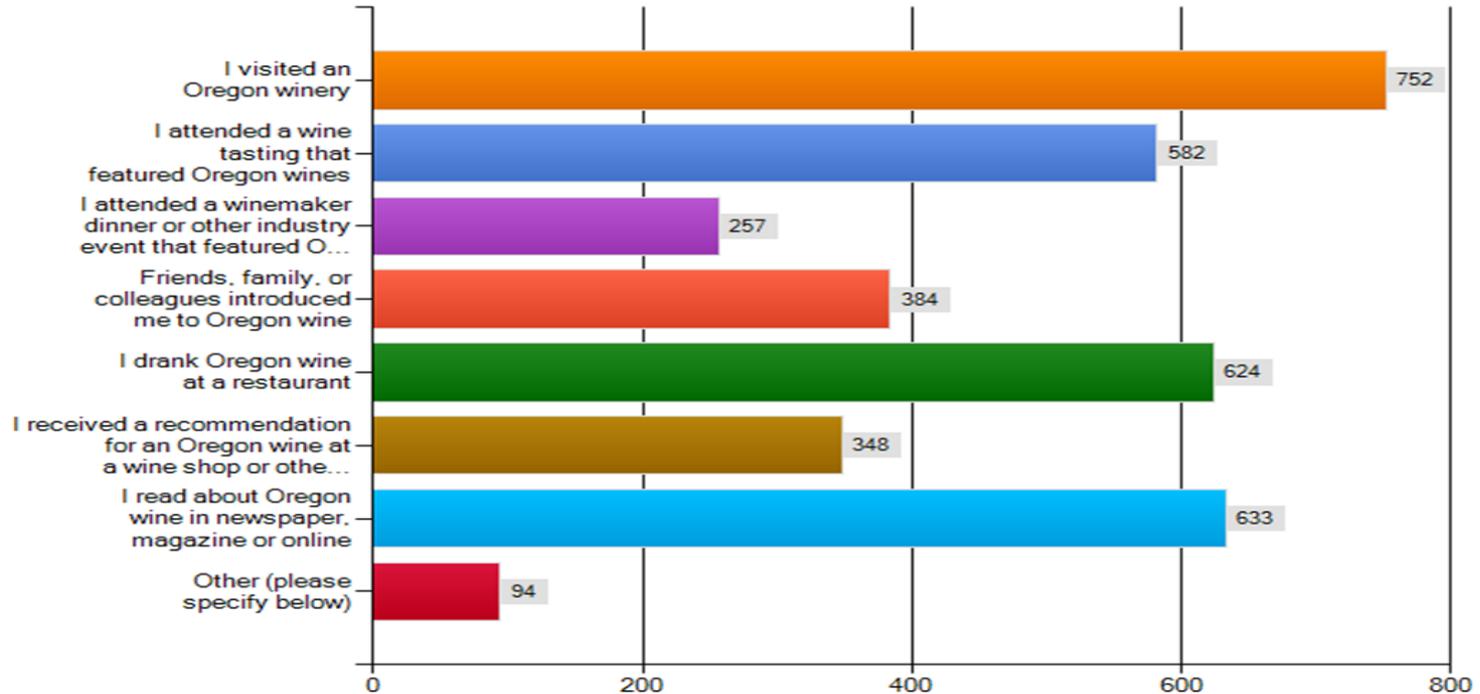
Where Oregon wine wins

Characteristic	Oregon Wines/Wineries	California Wines/Wineries
World class wines	779	790
Mass produced wines	73	797
A travel destination for wine tourism	774	865
Hand crafted/artisan wines	837	520
Organic or sustainably made wines	603	226
Tradition	297	636
Small family farms	830	283
High-quality wines	867	798
Expensive wines	486	737
Trend setting	375	389
Value for price	583	415
Uniqueness	666	236
Food + wine connection	549	534
Community/collaboration	497	172
Stewardship of the land	590	208
Quirkiness/independence	603	131
Easy to find when I buy wine	307	724



How they know Oregon wine

12. Have you become familiar with Oregon wines in any of the following ways? Check all that apply.



Trade describes Oregon wine

- Pinot noir – 55%
- Quality 14%
- Willamette 8%
- Burgundy – 7%
- Balance – 6%
- Cool climate – 5%



Oregon wine messaging

- Quality is an uncompromising benchmark of all Oregon wines and the critics agree.
- Because most Oregon wineries are small and family owned, great care goes into every bottle of artisan, hand-crafted wine.
- Oregon is a recognized leader in sustainable farming and has long been committed to earth-friendly wine making practices.

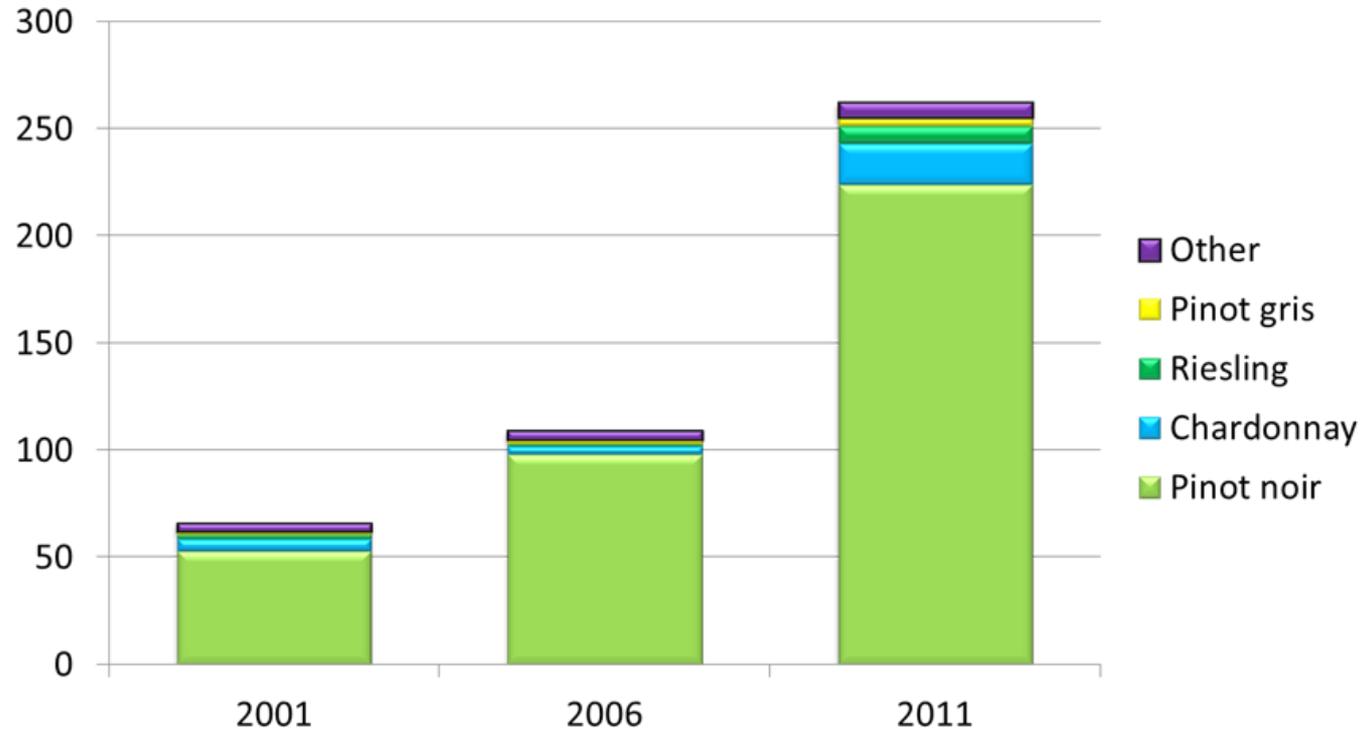


Wine Spectator value index

Region	90+ points	Avg. price
Oregon	46%	\$48
California	40%	\$71
France	41%	\$78
New Zealand	16%	\$35



Oregon's diversity begins to show



Oregon now glowing golden

"A Golden Age is now fully in force in the Côte d'Or. You should be buying the village-level and less-expensive premiers crus from these ever-more exacting and rigorous producers.

Where else? While on the subject of Pinot Noir, I'd also look at what's happening in three more zones now glowing golden: Oregon's Willamette Valley, New Zealand's Central Otago and Australia's cool-climate Mornington Peninsula.

All three satisfy the Golden Age prerequisites: an abundance of adventurous producers, a willingness to pursue ever-more rigorous grapegrowing and winemaking practices and, not least, a new level of accomplishment that proves they're on the right track."

Matt Kramer, March 2013
Wine Spectator



Oregon has come of age ...

"Oregon is finally fulfilling its vast potential. Perhaps the catalyst was the arrival of a dramatic number of outsiders, not only from France, but from California and elsewhere, who purchased land and planted Pinot noir, Pinot gris and other varietals.

However, as I write this article, 2012 promises to be one of the state's all-time-great vintages. Oregon has come of age, something that is also reflected in the numerous articles about this idyllic region, which has not yet been spoiled by tourism, high-rise hotels, casinos, art galleries or modern, garish wineries."

**Robert Parker, February 2013
Food & Wine Magazine**



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The Great Pinots of Oregon's Chummy Vintners

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Oregon has ranked among the six "wine friendliest" states in the nation by a consumer advocacy group.

The state's approach to regulating wine sales received an "A+" from the American Wine Consumer Coalition. The member-funded group, which formed in June, opposes alcohol regulations it deems "archaic and protectionist," according to its website.

Among the criteria considered in the non-profit group's evaluation: access to products, winery-to-consumer shipping, retail-to-consumer shipping, Sunday sales of wine, and bring-your-own bottle corkage in restaurants.

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Locally Grown, Super Sweet
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Oregon wine fights above its weight

- Oregon produces 2% of America's wines
- 1% of wines consumed in America come from Oregon
- Oregon wines get 10-20% of coverage from wine media
- No other region gets so much attention for so little production



Questions?

