



Our Willamette Valley roots are a legacy worth protecting

That's why the 314-member Willamette Valley Wineries Association is proposing labeling and content standards for the Willamette Valley – and other Oregon wine regions at their discretion – to protect hard-earned reputations and brand equity

Conjunctive Labeling

Senate Bill 829

Requires any wine labeled with a duly established AVA (American Viticultural Area) within the Willamette Valley to include the words “Willamette Valley” as part of the label. Effective with wines bottled on or after January 1, 2023.

Exclusive Grape Origin

Senate Bill 831

Requires any wine labeled with the Willamette Valley AVA or an AVA nested in the Willamette Valley to have all the grapes in the wines originate from that viticultural area.

Exclusive Varietal Content

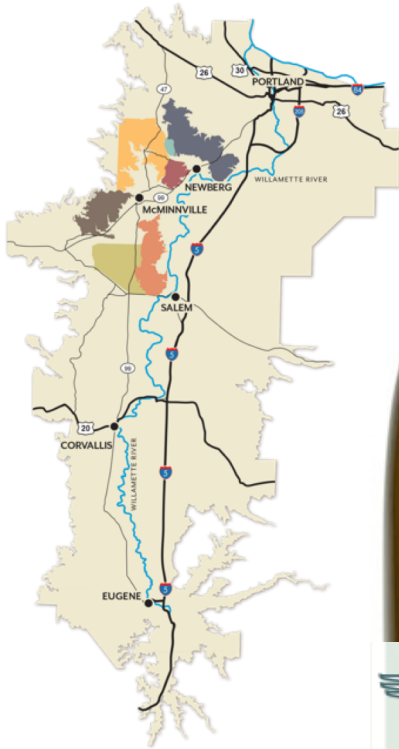
Senate Bill 830

By 2023, wines labeled from the Willamette Valley AVA or a nested AVA shall contain at least 95 percent of the grape variety on the label and other varieties listed somewhere on the label. By 2030, all wines labeled as Willamette Valley Pinot noir or other varieties shall be produced entirely from the varietal on the label.



What's on the label should be what's in the bottle

American Viticultural Areas (AVAs) are federally recognized wine regions that wineries can use on their labels to identify where wines and the grapes used to produce them originate



WILLAMETTE VALLEY AVAs	
	CHEHALEM MOUNTAINS
	DUNDEE HILLS
	EOLA - AMITY HILLS
	MCMINNVILLE
	RIBBON RIDGE
	YAMHILL-CARLTON
	VAN DUZER CORRIDOR
	WILLAMETTE VALLEY



Senate Bill 830

The varietal on the label must be at least 95% of that grape until 2030 as long as grapes are listed. After 2030, wines such as Pinot Noir must be 100%.



Senate Bill 831

The grapes used to produce the wine on the label must originate from Willamette Valley or a nested AVA

Senate Bill 829

Willamette Valley must appear on the label along with the name of one of its nested AVAs

All three legislative proposals call for a review by an OLCC regulatory advisory committee