

WILLAMETTE VALLEY

VINEYARDS

To: Chair Lively and Members of House Committee on Economic Development
From: Christine Clair, Winery Director of Willamette Valley Vineyards
Date: April 1, 2019
Re: Please Support HB 3113

My name is Christine Clair, Winery Director of Willamette Valley Vineyards. Please support HB 3113, which increases the amount of winery locations a winery licensee may have from three to five.

When the legislature and industry imposed the cap of up to three locations in the 1980s, they did not know the direction and the success the Oregon wine country would enjoy in years to come. Generation X and Millennials are changing the way wine is enjoyed. Urban tasting rooms are booming. The younger generations enjoy tasting the product, socialization as well as learning about the different vintages.

Increasing the cap encourages tasting rooms in commercial spaces. Small wineries that do not have millions of dollars to invest in a tasting room on their vineyard property, will have the opportunity to showcase their wines and get them into the marketplace.

Few small wineries have the opportunity to get their wines into grocery stores. HB 3113 helps small as well as large wineries get their product to market and also benefits consumers educating them about the wine and allowing them taste and enjoy before purchasing.

We also ask that you support the -1 amendment, which clarifies that each license may have up to five locations and some wineries have multiple licenses.

Thank you for your consideration. Please support HB 3113 and help the Oregon wine industry to continue to thrive.