

# WILLAMETTE VALLEY

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## VINEYARDS

May 22, 2019

Dear Chair Lively,

We have learned the exemption for wine brands with AVA names, as they would be limited by this legislation because they uniquely cannot make an Oregon appellation wine, is a sticking point for several Committee Members.

For our winery, 15 of our 16 Pinot Noirs are already 100% Pinot Noir and Willamette Valley AVA with only one that fully complies with current state law but is not 100% that are sold in the broad market. We expect we can make the vineyard changes to get this wine to 100% in five years, well within the legislation's time frames.

The big issue for us was an unexpected weather event where we could not meet the 100% standards and because of our brand, not be able to put our brand on the resulting Pinot Noir wine, causing business failure.

We believe the implementation schedule in the bills gives us enough time to work out a solution with the OLCC, through the industry advisory committee, to develop a solution for AVA brands who may face a weather event that creates this situation.

The public policy in SB 830-A & SB 831-A is vital to keeping consumer trust by insuring what's stated on the bottle is actually in the bottle and Willamette Valley Vineyards supports these bills with the exemption removed.

We respectfully ask these bills be amended with the -7 amendments and moved to the Floor with a "do pass" recommendation.

The amount of "blender grapes" to WV winemakers from Southern Oregon is very small, approximately 200 tons, and we pledge to work with other WV winemakers to encourage using this amount of fruit and more for special Wine Club offerings as we do with our "Griffin Creek" Rogue Valley brand of 55 tons annually.

Thank you for all your hard work balancing the interests of our many industry members,

Jim Bernau  
Founder/CEO  
Willamette Valley Vineyards