



June 17, 2019

Dear Chair Holvey and Members of the House Rules Committee,

**Please Support House Bill 3448 – Enhanced Wine Labeling and Content Standards**

The wine industry is an extremely competitive business. Oregon wine only represents 1% of all the wine produced in the United States. To succeed, we need to find ways to stand out from the crowd.

Willamette Valley wine has gained a national and international reputation for its high quality. That reputation was earned by producing authentic wines reflecting the unique qualities of Willamette Valley soil, climate and terrain. The Willamette Valley is a special place and arguably the best place on earth to produce Pinot noir.

To preserve this reputation, the 239-member Willamette Valley Wineries Association is seeking legislation to enhance the labeling and content standards for wines produced in this special place. In short, we want standards that ensure **what's on the label is what's in the bottle**.

Our legislation is all about promoting high standards and integrity, not harming other wine-producing regions in Oregon. Unfortunately, the bills originally introduced and approved in the Senate by 26-4 margins stalled in a House committee. This was largely as a result of misinformation about the bills. Even so, the bills would have passed out of committee by the deadline except for the excused absence of one of our supporters. That led Rep. Ken Helm to use a priority bill to keep our legislation alive this session.

The new bill incorporates all of the provisions of the previous bills relating to varietal and wine grape content, with a few revisions. The new bill extends the phase-in period for the viticultural area content provision from 10 to 15 years. The new bill clarifies membership of the OLCC regulatory advisory committee that will work out implementation details. The new bill eliminates exemption language.

Competition never ceases. Our reputation is never secure. That's why it is essential to move forward on legislation that addresses the labeling and content standards of Willamette Valley wine. The hard work of the last 50 years has put Oregon Pinot noir on the world map. Now we need to take action to keep it on that map as a special place with the world's highest standards of authenticity and integrity. As leaders of Oregon's wine industry, we ask for your support House Bill 3448.

Willamette Valley Wineries Association



### Specific Wineries and Vineyards Requesting Support of House Bill 3448

<u>Winery-Vineyard</u>	<u>Representative</u>	<u>Winery-Vineyard</u>	<u>Representative</u>
Adelsheim Vineyard	David Adelsheim	Carabella Vineyard	Michael Hallock
Alexana Winery	John Gabelhausen	Cassin Family Vineyards	Joe Cassin
Alloro Vineyard	David Nemarnik	Coeur de Terre Vineyard	Scott Neal
Anderson Family	Cliff Anderson	Cooper Mountain	Barbara Gross
Angela Estate	Jessica Endsworth	Craft Wine Company	Ray Clark
Anne Amie Vineyards	Kim McLeod	Cristom Vineyards	Tom Gerrie
Antiquum Farm	Andrew Bandy-Smith	Crowley Wines	Tyson Crowley
Aramenta Cellars	Ed Looney	Day Wines	Brianne Day
Archery Summit Winery	Ian Burch	Deponte Cellars	Scott Baldwin
Argyle Winery	Ksenija Kostic House	Domaine Nicolas-Jay	Jay Boberg
Atticus Wine	Ximena Orrego	Domaine Serene	Ryan Harris
Ayres Vineyard	Brad McLeroy	Dukes Family Vineyards	Pat Dukes
Beaux Freres Winery	Michael Etzel	Durant Vineyards	Paul Durant
Beckham Estate	Annedria Beckham	EIEIO & Company	Jay McDonald Jr.
Belle Pente Wine Cellars	Brian O'Donnell	Elizabeth Chambers Cellar	Leah McGlade
Benton-Lane Vineyard	Steve Girard	Elk Cove Vineyards	Adam Campbell
Benza Vineyards	Ron Benza	Eminent Domaine	Jeffrey Meader
Bergström Wines	Josh Bergström	Erath Winery	Gary Horner
Bethel Heights Vineyard	Pat Dudley	Et Fille Wines	Jessica Mozeico
Biggio Hamina Cellars	Todd Hamina	Evening Land Vineyards	Rajat Parr
Bjornson Vineyard	Pattie Bjornson	Evenstad Center for Wine	Chelsea Janzen
Boedecker Cellars	Athena Pappas	Eyrie Vineyards	Jason Lett
Bow and Arrow Wines	Scott Frank	Fairsing Vineyard	Mike McNally
Brick House Wine	Doug Tunnell	Flaneur Wines	Russell Lichtenthal
Brooks Wine	Janie Brooks Heuck	Freja Cellars	William Gianopulos
Cameron Winery	John Paul	Ghost Hill Cellars	Drenda Bayliss
Cana's Feast	Patrick Taylor	Golden Cluster	Jeff Vejr



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Greyhorse Vineyard	Michael Losonsky	R. Stuart & Co. Winery	Deven Morganstern
Holden Wine Company	Sterling Whitted	Raptor Ridge Winery	Annie Shull
Hopewell Wines	Mimi Casteel	Remy Wines	Reme Drabkin
Iris Vineyards	Aaron Lieberman	RR Winery - Ridgecrest Vineyard	Harry Peterson-Nedry
J K Carriere Wines	Jim Prosser	Simoni Family Vineyards	Dino Simoni
J L Kiff Vineyard	Joel & Laurie kiff	Sokol Blosser Winery	Alex Sokol-Blosser
J. Christopher Wines	Jay Somers	St. Innocent Winery	Mark Vlossak
James Rahn Wine	James Rahn	Stag Hollow Wines	Jill Zarnowitz
Johan Vineyards	Dan Rinke	Stangeland Winery	Larry D Miller
K & M Wines	Ken Morrison	Statera Cellars	Meredith Bell
Keeler Estate Vineyard	Gabriele Keeler	Sweet Cheeks Winery	Jessica Thomas
Kelley Fox Wines	Kelley Fox	Tanager Vineyards	Susan Crum
Ken Wright Cellars	Ken Wright	Temperance Hill Vineyard	Dai Crisp
King Estates	Justin King	Teutonic Wines	Olga Tuttle
Lange Estate Winery	Jesse Lange	Ties That Bind Wines	Jason Kissane
Lemelson Vineyards	Ben Kaehler	Torii Mor Winery	Monique Bailey
Liguna Franca Wines	Larry Stone	Trisaetum Winery	James Frey
Lone Madrone	Joan & Jules Drabkin	Tukwilla Vineyard	Kathy Koball Miller
Maloof Wines	Ross Maloof	Utopia Vineyards	Daniel Warnshuis
Marshall Davis Wine	Ryan Marshall	VIDON Vineyard	Don Hagge
Martin Woods Winery	Evan Martin	Vincent Wine Company	Vincent Fritzsche
Montinore Estate	Rudy Marchesi	Walter Scott Wines	Erica Landon
Morgen Long Wine	Seth Morgen Long	Westrey Wine Co.	Amy Wesselman
Ovum Wines	John House	Willamette Valley Vineyards	Jim Bernau
Ponzi Vineyards	Maria Ponzi	Winderlea Vineyard & Winery	Bill Sweat
Portland Wine Co.	Matthew Berson	Yamhill Valley Vineyards	Ariel Eberle
Purple Hands Winery	Cody Wright	Youngberg Hill	Wayne Bailey