



WILLAMETTE VALLEY WINE

Vote 'Yes' on SB 829-3, 830-5 and 831-3

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



MARK HASS
STATE SENATOR
DISTRICT 14

(503) 986-1714
sen.markhass@oregonlegislature.gov



900 Court St. NE
Salem, OR 97301

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	
	CHEHALIS 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%.



Pinot noir 95% Gamay 5%

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

- These bills would establish enhanced labeling and content standards for Willamette Valley wines to ensure what's on the label is what's in the bottle.
- Willamette Valley Pinot noir is acclaimed worldwide for quality and character. Pioneering Oregon winegrowers and winemakers earned their reputation with high standards.
- Oregon has some of the strictest wine labeling and content standards in the world. These bills would make them stricter and protect Oregon's wine-producing legacy and brand equity. Other Oregon wine regions can opt in to these standards at their discretion.
- The Oregon wine industry, led by Pinot noir, generates \$5.61 billion in economic activity yearly in the state.