



SAN FRANCISCO WINE SCHOOL™

PACIFIC NORTHWEST WINE: New & Pending

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Society of Wine Educators
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Learning Objectives:



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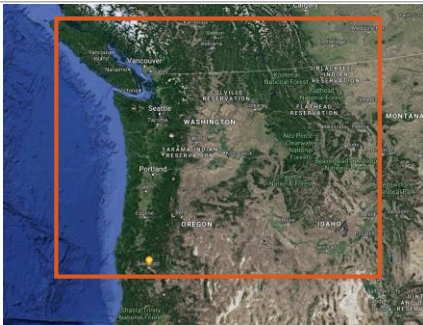
- Differences between Washington & USA labeling laws
- Differences between Oregon & USA labeling laws
- Proposed changes to Oregon labeling
- Pending change to USA labeling re: adjacent states
- Recent change in excise tax
- Grapes that have significantly increased in acreage
- 8 AVAs approved 2007-2018, their location, & their most important grapes
- 10 AVAs currently pending

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The Pacific Northwest



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Pacific Northwest Major Geographical Features



Pacific Ocean

- Moderates temperature
- Brings humidity and rain

Cascade Range

- Runs from southern British Columbia into northern California
- Divides eastern Oregon and Washington from western
- Casts a dramatic rain shadow over the east

Columbia River

- Largest river in the Pacific Northwest
- By volume, fourth largest U.S. river and highest flow of any draining into Pacific
- Starts in B.C., but turns west and divides Oregon from Washington
- The Snake River is its largest tributary
- Its total drainage basin is about the size of France (seven states plus B.C.)

Oregon Coast Range

- Runs almost the length of Oregon, starting at the Columbia River
- Shields most of western Oregon from direct Pacific influence

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USA Wine Production



1. Italy
2. France
3. **USA***
4. Spain
5. Australia
6. Argentina
7. China



California alone would rank 4th if it were a country.

Wine production in all 50 US states.

*USA surpassed Spain for 1st time in 2017

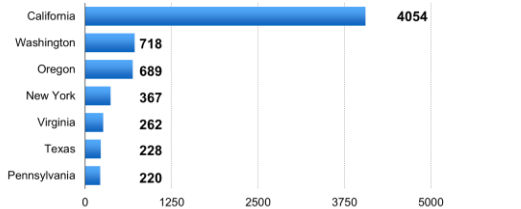
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Source: Wine Institute – Trade Data and Analysis

Pacific Northwest Important in Today's World of Wine



Number of Licensed Wineries

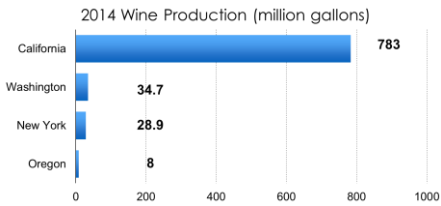


British Columbia has 272 licensed grape wineries
Idaho has 52 wineries

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Sources: Wine Business Monthly & Wines Vines Analytics, Feb. 2010
BC Wine Institute

Pacific Northwest
Important in Today's World of Wine



British Columbia produced 6.1 million gallons
Idaho produced 0.37 million gallons

Sources: Wine America
BC Wine Institute

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Washington State Wine History



- 1825: Hudson's Bay Company plants vines at Fort Vancouver
- 1860: Vineyards planted in Walla Walla
- 1903: Large-scale irrigation implemented in eastern Washington
- 1914: Vineyards established in Yakima Valley
- 1938: Washington has 42 wineries
- 1960s: Andre Tchelistcheff begins advising Chateau Ste. Michelle
- 1983: Yakima Valley – 1st Northwest AVA
- 1984: Columbia Valley, Walla Walla Valley
- 1987: Washington State Wine Commission established
- 1995: Puget Sound
- 2001-2006: Red Mountain, Columbia Gorge, Horse Heaven Hills, Rattlesnake Hills, Wahluke Slope
- 2009-2012: Snipes Mountain, Lake Chelan, Naches Heights, Ancient Lakes
- 2016: Lewis-Clark Valley
- Today: A new winery is established almost every 30 days
- **40% of all vines were planted within the last 10 years**

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Washington Grape Acreage Changes



Grape	2006 Acres	2017 Acres	% Change
Chardonnay	5,992	7,782	+ 30%
Riesling	4,404	6,695	+ 52%
Pinot Gris	488	2,123	+ 335%
Cabernet Sauvignon	5,959	18,608	+ 212%
Merlot	5,853	9,071	+ 55%
Syrah	2,831	4,572	+ 61%
All Other Grapes	5,473	6,594	+ 20%
TOTAL	31,000	55,445	+ 79%

Source: USDA National Agriculture Statistics Service

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Washington's Rapid Growth



Year	Acres	Wineries
1981		19
1993	11,000	
2002	28,000	208
2007	31,000	540
2017	55,000	900

Source: USDA National Agriculture Statistics Service

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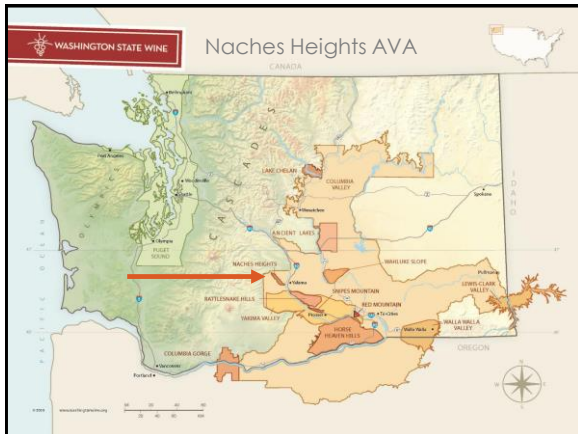
Washington Labeling




- **Washington State Labeling vs Federal Regulation**
 - Washington 95%
 - Other US States 75%
- **Washington AVA Labeling vs Federal Regulation**
 - Washington 95% for AVAs that overlap adjacent state borders
 - Other US States 85%

Source: USDA National Agriculture Statistics Service

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Naches Heights AVA 

Established in 2011

Size and location


- Nested with Columbia Valley AVA, east of Yakima
- Gently sloping plateau with altitudes of 1,200-2,100' — above the Missoula Flood
- 13,165 total acres with 41 planted (not a typo)

Grapes and wine

- 1st vinifera planted 2002
- The first grapes were Pinot Gris, Riesling and Syrah
- 60% of plantings are white wine grapes
-

Naches means "the watering place" in the local Native American language

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Naches Heights AVA 

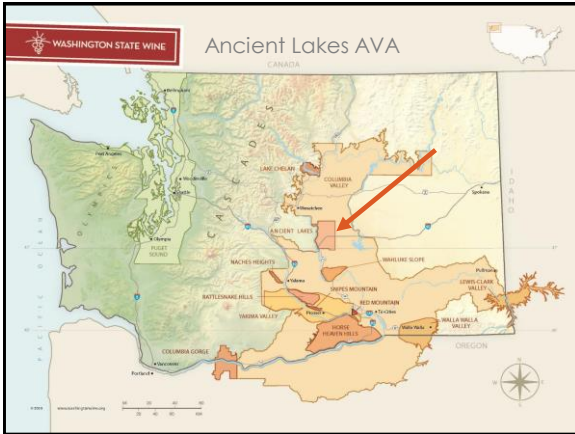
Climate


- Arid continental
- 10-13" of rain
- One of the coolest AVAs in Washington
- Altitude reduces frost risk

Soils

- Area formed by lava flow
- Top soil is wind-blown loess, heavy in clay, that retains water well. Irrigation not always essential.

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Ancient Lakes AVA 

Established in 2012


Size and location

- Nested with Columbia Valley AVA
- 4% slope to the east
- Altitude is 570-1,925'
- 169,153 total acres with 1,596 planted

Grapes and wine

- Riesling dominates
- 20 different varieties grown, most acreage devoted to white grapes
- First plantings were in 1980

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Ancient Lakes AVA 

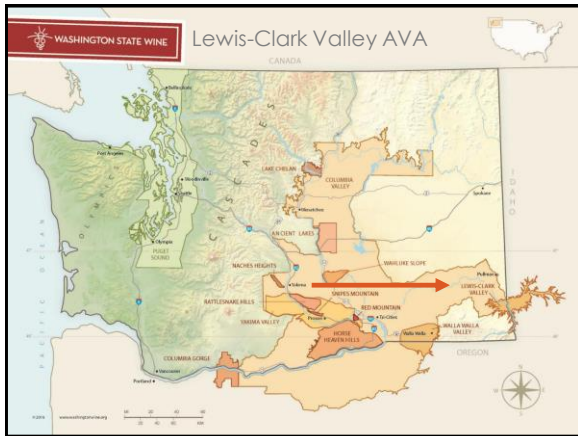
Climate

- Arid continental
- Just 6" of rain, so irrigation is essential
- Short season makes it quite cool for WA
- Columbia River moderates temperatures and helps deter frost


Soils

- 65 soil types!
- 17 soil types represent 88% of the overall acreage
- Most soils feature fine sand, silt and/or sandy loam
- The soils are mostly aridisol, limiting vigor and berry size

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Lewis-Clark Valley AVA



Established in 2016

Size and location

- Straddles the border of southeastern Washington and northwestern Idaho
- Valley created by Snake and Clearwater Rivers
- Lowest altitude vineyards in Idaho
- 305,570 total acres
 - 85,238 acres, but only 9 planted, in Washington
 - 220,332 acres in Idaho, 72 planted
 - 16 vineyards, 7 wineries

Climate and soil


- In the "banana belt" of Washington and Idaho due to low altitude
 - A temperate region surrounded by colder ones in the Bitterroot Mountains
 - 2600-3000 degree days
 - 11-22" rain per year, mostly November-May
- Canyon and bench land with loess on fractured basalt, some with a shallow top-layer of stones
 - Grasses help with water retention

Grapes

- Viticulture dates back to 1872
- 14 international red varieties, ranging from Cabernet Sauvignon to Pinot Noir, depending on the zone
- 9 white varieties, including Chardonnay, Pinot Gris, Riesling, Sauvignon Blanc and Viognier

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Proposed/Pending AVAs



Candy Mountain

- South of, and similar to, Red Mountain
- About 900 total acres, would be Washington's smallest AVA
- Fractured granite soil

Goose Gap AVA

- Borders Red Mountain, but only north and northeast facings
- Fewer degree days, more acid than Red Mountain and Candy Mountain
- Chardonnay, Merlot, Syrah, Cabernet Franc

Royal Slope AVA

- 250 square miles in Frenchman Hills of Yakima Fold Belt
- Windy with slightly higher elevation, above settling cold

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Proposed/Pending AVAs



The Burn of the Columbia AVA

- 16,000 total acres within Columbia Valley AVA and with Columbia River its southern border
- Warm and windy with multiple soils

White Bluffs AVA

- Pale-soil hills between Columbia Gorge and Horse Heaven Hills, planted in the 1970s
- Windy, sunny, and warm, but cooler than Red Mountain

Rocky Reach AVA

- Chelan & Douglas counties
- Submitted 9/26/18

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Wine #2



Sleight Of Hand, Riesling, "The Magician", Evergreen Vineyard, Ancient Lakes 2016

- Located high on the cliffs high above the Columbia River
- 100% Riesling
- 3.11 pH, 6.2 TA, 1.09 RS, 12.3% alc.
- 500 cases
- \$21 retail



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WU | Department of Wine & Viticulture | 2016 LABELING REGULATIONS

VARIETAL DECLARATION

OREGON SETS THE BAR HIGHER FOR QUALITY AND PURER VARIETAL EXPRESSION.

In Oregon, at least 90% of a wine must be made from the variety named on the label.

The 90% rule applies to Pinot noir, Pinot gris, Chardonnay, Pinot blanc and more than 50 other varieties grown in Oregon.

Special thanks to A to Z Wineworks

WU | Department of Wine & Viticulture | 2016 LABELING REGULATIONS

VARIETAL DECLARATION

In Oregon, these 18 varieties may be blended with up to 25% of other varieties, in recognition of their traditional vinification styles in Bordeaux, Rhône, Rioja and other Old World regions.

Cabernet Franc	Merlot	Sauvignon blanc
Cabernet Sauvignon	Mourvedre	Semillon
Carmenere	Petite Sirah	Syrah
Grenache	Petit Verdot	Tannat
Malbec	Roussanne	Tempranillo
Marsanne	Sangiovese	Zinfandel

Potential Wine Law Changes

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Conjunctive Labeling

- Willamette Valley is looking at requiring "Willamette Valley" to be prominent on wine labels along with the sub-AVA
 - Ex. Ribbon Ridge AVA, Willamette Valley
- Goal is to continue building Willamette Valley awareness as the number of nested AVAs grows
- Led by Ken Wright, David Adelsheim and WVWA

100% Requirement for Varietal Wines

- Would go beyond already stringent Oregon requirements of 90% for many varieties
- Primary aim is to ensure purity of Pinot Noir

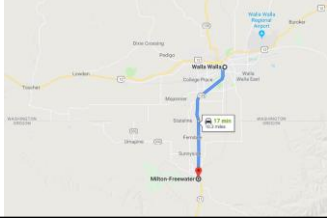
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Potential Wine Law Changes



Notice No. 147, Use of American Viticultural Area Names as Appellations of Origin on Wine Labels. In this notice, TTB proposes to allow the use of American Viticultural Area (AVA) names as appellations of origin on labels of wines that have been fully finished within a State adjacent to the State in which the AVA is located. Current regulations require wines labeled with an AVA appellation of origin to be fully finished within the State in which the AVA is located. The proposal would be consistent with the current TTB requirements for use of a State name as an appellation of origin on wine labels. To view all documents and comments related to this proposal, go to Docket No. TTB-2015-0003 on the Regulations.gov website. To submit a comment electronically, use the Regulations.gov comment form for Notice No. 147. To submit comments by postal mail or hand delivery, see the instructions in the notice. Comments on this proposal are due by April 10, 2015. (2/2/2015)

If approved, this would allow wineries in Walla Walla, WA to print The Rocks AVA on wine labels.



The Rocks District of Milton-Freewater AVA

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Change in USA Wine Excise Tax



Effective January 1, 2018

The 50 cents per gallon additional tax on production for

- wines over 14% alcohol
- wines over 16% alcohol

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Oregon Grape Acreage Changes

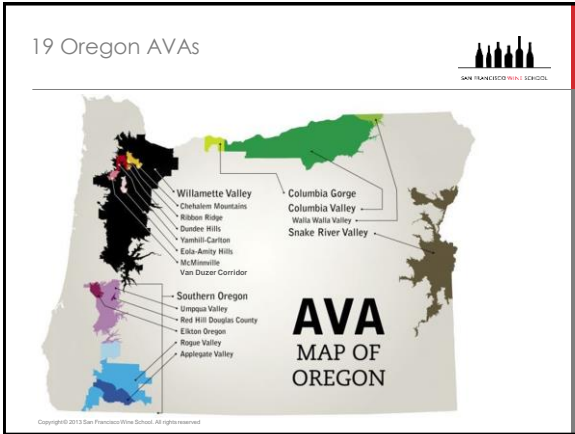


Grape	2010 Acres	2017 Acres	% Change
Pinot Gris	2,747	4,888	+ 78%
Chardonnay	950	2,123	+ 123%
Riesling	798	540	<32%>
Pinot Noir	12,406	19,697	+ 59%
Syrah	548	1,316	+ 140%
Cabernet Sauvignon	639	1,105	+ 73%
All Other Grapes	2,412	4,327	+ 79%
TOTAL	20,500	33,996	+ 66%

72 varieties of wine grapes are grown in Oregon

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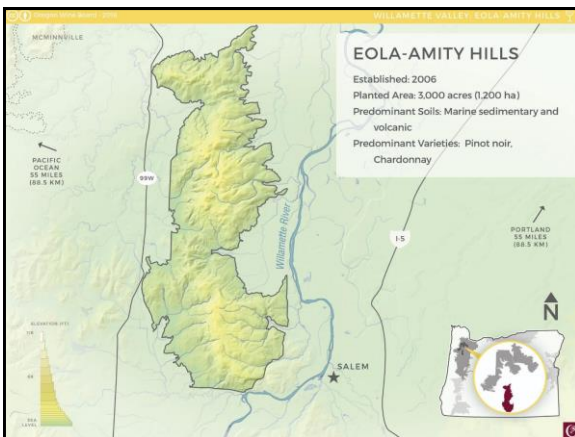
Source: USDA National Agriculture Statistics Service



Oregon Wine History

- 1847:** Henderson Luelling planted Oregon's 1st grapes near Portland
- 1854:** Peter Britt establishes Northwest's 1st winery, Valley View, in Jacksonville, OR
- 1961:** Richard Sommer establishes Hillcrest Vineyard in the Umpqua Valley, still Oregon's oldest continuously operated vinifera winery
- 1965:** David Lett (The Eyrle Vineyard) and Charles Coury (Coury Winery) plant the first Pinot Noir in Willamette Valley
- 1967:** Richard Sommer bottles the 1st Oregon Pinot Noir
- 1983:** Willamette Valley becomes Oregon's 1st AVA
- 1984-1991:** Columbia Valley, Umpqua Valley, Walla Walla Valley, Rogue Valley
- 2001-2005:** Applegate Valley, Columbia Gorge, Dundee Hills, Yamhill-Carlton, Southern Oregon, McMinnville, Ribbon Ridge, Red Hill Douglas County
- 2006-2007:** Eola-Amity Hills, Chehalem Mountains, Snake River Valley
- 2013-2018:** Elkton Oregon, The Rocks District of Milton-Freewater, Van Duzer Corridor

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EOLA-AMITY HILLS

TERROIR


Defined by the Van Duzer Corridor, which provides a gap for cool ocean winds to blow through, dropping temperatures dramatically in the late afternoon, helping to retain grapes' acidity.

Volcanic soils are generally shallower and rockier than those of other Willamette Valley AVAs, making them well-drained and extending hang time for fruit during final ripening.

WINE

Complex soils and the cooling winds through the Van Duzer Corridor produce wines with high acidity, firm structure and a darker, edgier personality.

Eola-Amity Hills AVA
Wineries to Know


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Antica Terra

- Complex, memorable wines loaded with mineral and herb, as well as fruit and flowers
- All wines are multi-block or multi-vineyard blends

Brooks

- Estate vineyard purchased in 2009, but has own-rooted vines dating to the early 70s
- Vines include Pinot Noir and white Alsace varieties
- Certified biodynamic

Lingua Franca


- Co-founded in 2015 by Larry Stone MS, David Honig and Dominique Lafon
- Excellent Chardonnay and Pinot Noir

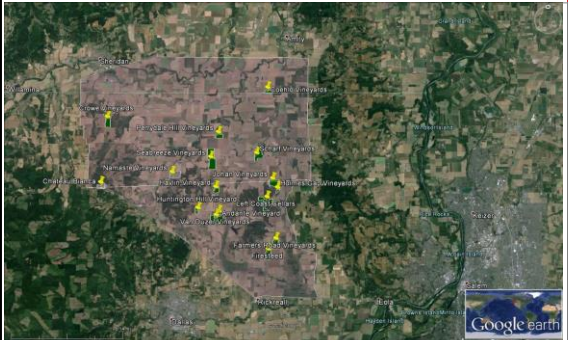
Cristom


- LIVE-certified vineyard
- Whole-cluster, native yeast fermentations
- Pinot focus, but very good Chardonnay, Syrah and Viognier too

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Van Duzer Corridor AVA


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Van Duzer Corridor AVA



The Van Duzer Corridor AVA was approved in January, 2019

The AVA is west of Salem and the Eola-Amity Hills AVA.

It straddles the 45th parallel and is at the mouth of the Van Duzer Corridor.

Key Facts

- The AVA is 10 degrees cooler than the rest of the valley, due to the gap and winds that are 2x faster than surrounding areas
 - The wind dries the grape bunches, reducing disease pressure
 - It also causes the grapes to grow thicker skins, leading to more color and tannin
- The AVA will comprise 59,871 total acres, about 1,000 planted
- 18 commercial vineyards, 8 bonded wineries
- Altitude 150' to 650' with most vineyards between 200' and 450'
- Soils are well-draining sedimentary and basalt
- Winkler Region I with 2,400 degree days
- 46" annual rain, but only 6.5" during the growing season

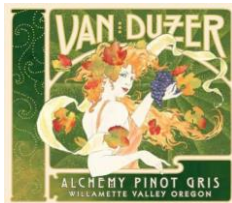
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Wine #1



Van Duzer, Pinot Gris, Van Duzer Corridor 2018

- 100% Van Duzer Estate Vineyard
- 100% Pinot Gris
- Blend of early-picked & late-picked
- Cool fermentation in tall, narrow, stainless steel tanks
- Lees aging
- \$22 retail



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Wine #3



Lingua Franca, Chardonnay, "Avni", Eola Amity Hills, 2017

- 100% Chardonnay
- Whole cluster pressed
- Barrel fermented in a combination of 27% new, 600 liter puncheons & 73% old French oak barriques from diverse coopers
- 11 months barrel aging followed by 5 months on the lees in tank
- Full malolactic
- 13% alc.
- 1,300 cases
- \$40 retail



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Wine #4

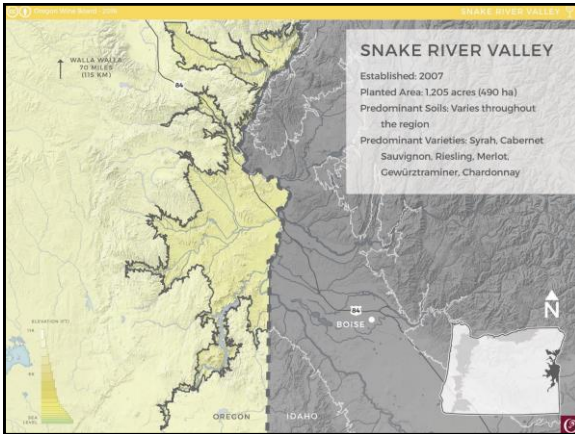


Johan, Pinot Noir, Van Duzer Corridor 2016

- 100% Pinot Noir, 10 different clones
- Small parcels from different clones, scions, soils, slopes, & vine age fermented & aged separately then blended
- 50% whole cluster
- 100% native yeasts 10 months in French oak (42% new)
- 13.5% alc.
- 478 cases
- \$30 retail



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Snake River Valley AVA



Established in 2007

Size and location

- Straddles the border of eastern Oregon and southwestern Idaho
- 5,280,000 total acres (about the size of New Jersey)
 - 46 vineyards - 1,800 acres planted (mostly in Oregon)
 - 31 wineries, including Sunnyslope Wine Trail
- 400 miles east of Pacific Ocean
- Flat river basin with altitudes of 2,500 to 3,000 feet, surrounded by higher mountains

Climate and soil

- Cold, high mountain desert with extreme seasonal temperatures moderated by river wind
- <12" rain per year
- Diurnal shift of 30-40 degrees is typical, shift of 65 degrees can occur
- 2,523 degree days (Region I), but 1513 biologically effective degree days (similar to Santa Maria Valley)
- Lake sediment soil (ancient Lake Idaho)

Grapes

- Cabernet Franc, Cabernet Sauvignon, Cinsault, Grenache, Lemberger, Malbec, Merlot, Mourvedre
- Chardonnay, Riesling
- Canadice - red, seedless, cross of Labrusca varieties (also crosses of crosses)

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Eagle Foothills AVA



Established in 2015

Size and location

- Nested within the Snake River Valley AVA
- Lies entirely within Idaho
- 49,815 total acres, 70 planted
 - 46 acres belong to 3 Horse Ranch Vineyards, a 10,000-case winery
- 2,490-3,400' altitude
 - Average is 2,900'

Climate and soil

- Short-growing season
- Low degree days, but low frost risk, driven by cooling air from nearby Prospect Peak (4,874')
- 11-18" rain, irrigation is common
- Well-drained soils of volcanic ash, silt, granitic stones, and clay on sedimentary bedrock

Grapes

- Focus is Rhone varieties
- Merlot achieves high quality

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Wine #5

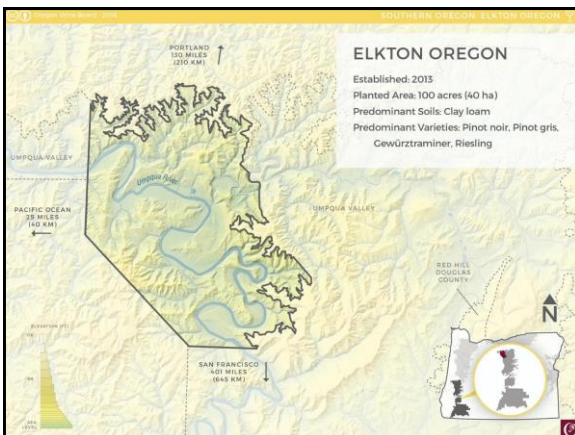


Indian Creek, Tempranillo, Snake River 2015

- 100% Tempranillo
- 3 day cold soak
- ½ ton fermenters with punch downs 2-4 times daily
- 10 days total maceration
- 21 months in new & used French & American oak
- 126 cases
- \$27 retail



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ELKTON OREGON

TERROIR

Coollest AVA in Southern Oregon, in some parts approaching the coolness of the Willamette Valley due to its high elevation and the strong afternoon breezes up the Umpqua River gorge.

Water retaining clay soils cause a decreased need to irrigate, resulting in lower yields.

WINE

Cool climate varieties produced in a lush style, fuller in body with bolder fruit notes than those grown in the Willamette Valley.

THE ROCKS DISTRICT OF MILTON-FREEWATER

Established: 2015
 Planted Area: 300 acres (115 ha)
 Predominant Soils: Basalt cobbles and gravels (Freewater series)
 Predominant Varieties: Syrah, Cabernet Sauvignon, Grenache

THE ROCKS DISTRICT OF MILTON-FREEWATER

TERROIR

Defined by 200-300 feet deep (60-90 m) dark-colored cobble soils that radiate heat to the vines and are exceptionally well-drained.

Vineyards are entirely on one landform – an alluvial fan produced by the Walla Walla River. No other AVA in the U.S. can claim one landform and one soil series (Freewater).

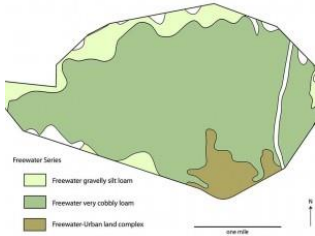
Large diurnal range in temperatures preserves acidity in grapes.

WINE

Wines showcase a lovely perfumed bouquet, with a savory palate and a prominent, lingering minerality on the finish.

**19 wineries
22 vineyards**

Rocks District Cobbles



Freewater Series
 Freewater gravelly silt loam
 Freewater very cobbly loam
 Freewater Urban land complex

Source: Soil Survey of Umatilla County, Oregon

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Pending Oregon AVAs



- **Tualatin Hills**
 - Washington County
 - Submitted 3/1/17
 - Within the Willamette Valley
- **Mount Pisgah**
 - Polk County
 - Submitted 10/12/17
 - Within the Willamette Valley
- **Lower Long Tom**
 - Benton & Lane Counties
 - Submitted 1/4/18
 - Within the Willamette Valley
- **Laurelwood**
 - Washington & Yamhill Counties
 - Submitted 2/2/18
 - Within Chehalem Mountains AVA & Willamette Valley AVA



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Rocks District Cobbles



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Wine #6



Walls, Syrah, "Concrete Mama", Walla Walla, 2016

- 91% Syrah-Stoney Vine Vineyard
- 9% Grenache - River Rock Vineyard
- Walla Walla Valley AVA on label (where the winery is) but grapes from The Rocks of Milton-Freewater (Oregon)
- 30% whole cluster
- Co-fermented in concrete & s/s
- 7 months in concrete
- Briefly in 42% new French oak
- Blended & 5 more months in concrete
- 175 cases
- \$75 retail



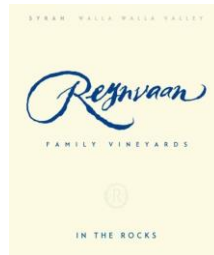
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Wine #7



Reynvaan, Syrah, "In the Rocks", Walla Walla 2016

- 95% Syrah, 5% Viognier
- Walla Walla Valley AVA on label (where the winery is) but grapes from The Rocks of Milton-Freewater (Oregon)
- 18 months in French oak (30% new)
- \$85 retail



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