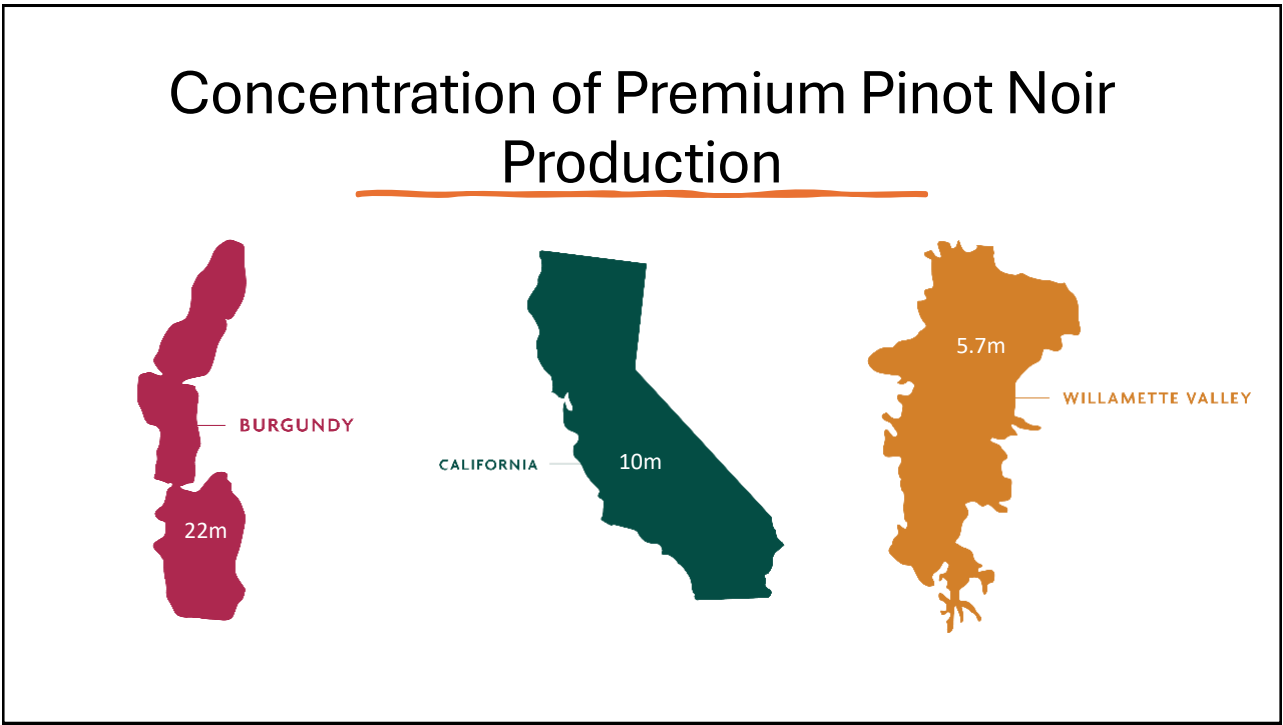




Oregon's Willamette Valley: The Future of Premium Pinot Noir

Carrie Kalscheuer, CWE
Chief Brand Officer, Ponzi Vineyards

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The Willamette Valley Edge



Ideal Terroir
Moderate Warming
Value

3



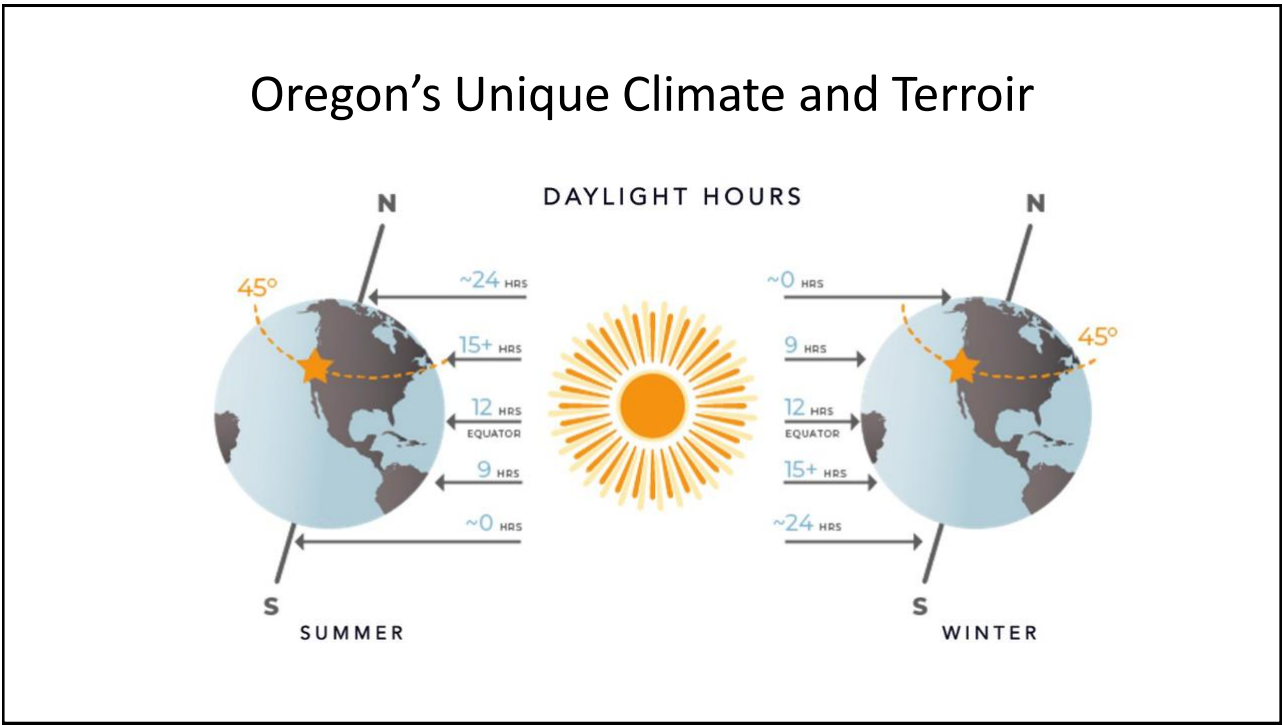
4

Oregon's Unique Climate and Terroir



5

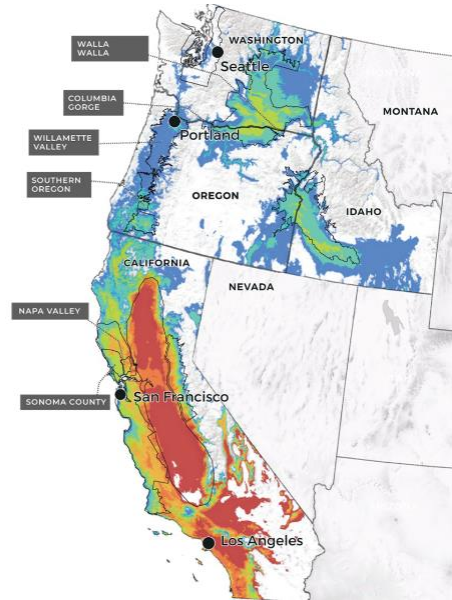
Oregon's Unique Climate and Terroir



6

The Willamette Valley Advantage

Consistent rainfall patterns and abundant access to groundwater.



7

Map of the Pacific Northwest showing river valleys and rainfall patterns. The Willamette Valley, Umpqua Valley, and Rogue Valley are highlighted in orange. The Pacific Ocean is to the west.

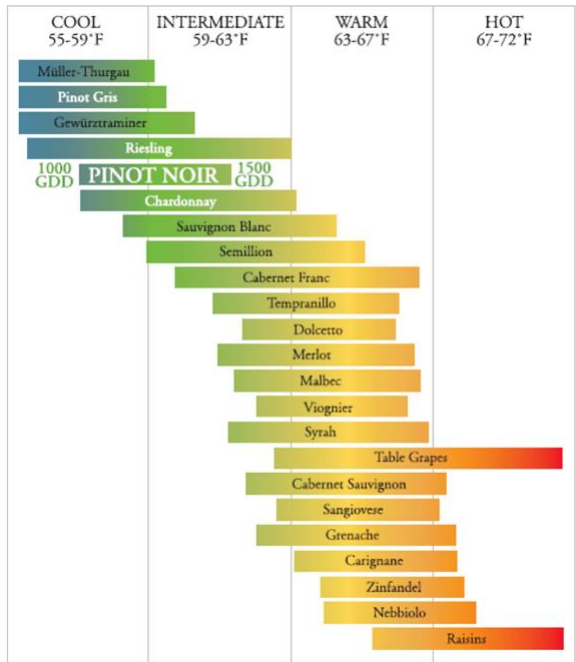
The Willamette Valley's borderline mediterranean climate allows for more temperate shoulder seasons

The Willamette Valley Advantage

8

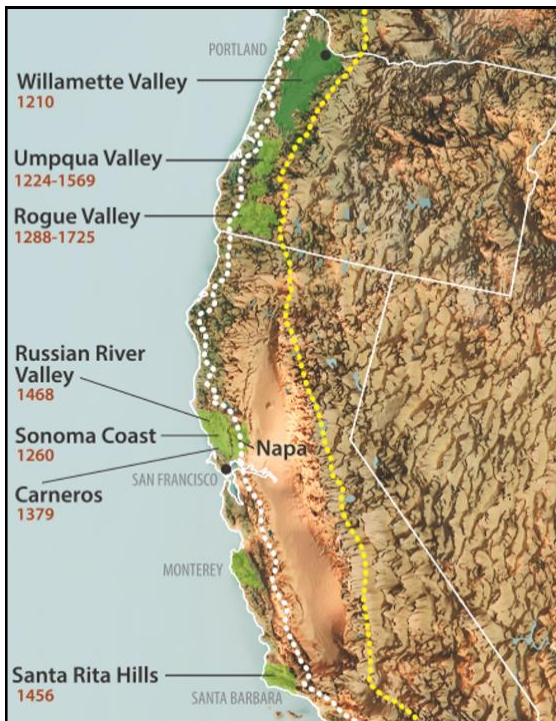
Premium Pinot Noir

A narrow window of opportunity

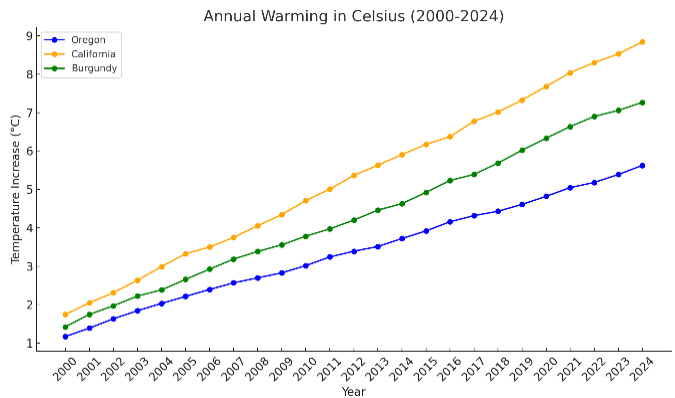


Greg Jones, 2006

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Climate Change & Growing Degree Days



Burgundy 2024 GDD ~ 1220

10

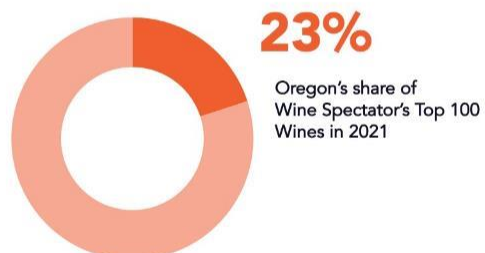
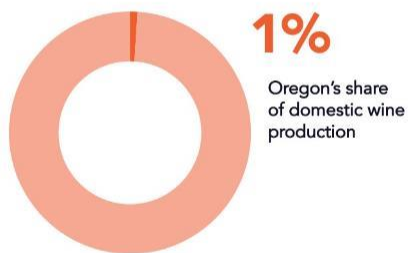
Style Comparison



11

A commitment to quality.

The attention and care given by Oregon's grape growers and winemakers from vine to bottle are reflected in their consistently high wine ratings.



Sources: Wines and Vines, July 2017; Wine Spectator, December 2021

OR.

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Value Proposition & Global Prestige



BURGUNDY

Top Reviews 5
Average Price \$198



CALIFORNIA

Top Reviews 8
Average Price \$61



WILLAMETTE VALLEY

Top Reviews 8
Average Price \$63

13



“Collectively speaking, nowhere else does the level of quality seem so high, the perspectives so diverse or the experimentation so fierce as it is in Oregon right now.

– ERIC ASIMOV
New York Times

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