CURRENT OREGON WINE LISTINGS IN THE UK

Producer



Promoting Pinot

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"'Low profile' accurately describes the status of Oregon wine in the UK...recent changes in this US state's industry could soon give its Pinot Noir and Pinot Gris more prominence."

Shirley Brooks [Elk Cove Vineyards] says the development of sub-appellations reflects the scale of the encompassing Willamette Valley AVA. "This valley stretches over 120 miles south from Portland, and is 60 miles across between two mountain ranges. That's a huge area, and too large to think that there are not some inherent differences. As we mature as an industry and better understand these differences, we need a means to communicate what we're discovering.

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Collective effort

'Family' may be the best word to describe the Oregon wine industry. Beyond the fact that most vineyards and wineries are family owned, they all seem to form a legitimately close community. According to Adelsheim, 'It goes back to the idealism that led to the foundation of this industry. Back in the '60s and '70s, a lot of people were passionate about getting back to the land and about community, and we weren't any different. But that spirit of collaboration has been part of this area from the 1850s through to today.'

One concrete example of collective effort ...International Celebration. This sell-out consumer, trade and press event features producers from Oregon, California, Burgundy, New Zealand and other regions.

A more recent spin-off event called

• The Oregon Wine Board is seeking a partner to help better establish and grow the industry's presence within the UK market. Proposals are requested by 15 February. Contact Katie Stoll for further information: e-mail katie@oregonwine.org or call +1 503 228 8336, ext. 27.



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