

**Willamette: the Pinot Noir Auction Preview Week July 26-30 offers registered trade bidders tastes of one-of-a-kind Willamette wines before live Auction on Aug. 5**

**(July 19, 2021; Portland, Ore.)**—On Aug. 5 top members of the wine trade from around the world will gather online and in-person at WillaKenzie Estate in Yamhill, Ore. for the sixth annual Willamette: the Pinot Noir Auction. In the spirit of the Auction’s traditional walk-around tasting events, the Willamette Valley Wineries Association (WVWA) will offer a virtual Preview Week July 26-30, where attendees will be able to explore 92 lots of Pinot noir and Chardonnay from the 2019 vintage.

“Preview Week is a chance for the Willamette Valley community to come together with our valued trade, restaurant and media partners to celebrate everything that the Auction represents,” says Auction Co-Chair Jessica Endsworth, a national sales manager of Northwest Wine Company. “We founded Willamette: the Pinot Noir Auction in 2016 on the belief that Willamette Pinot noir stands among the world’s best and this year’s offerings ring true to that founding principle.”

For the second year in a row, winemakers and winery spokespeople will gather virtually for tasting seminar panels to highlight the selection of wines on offer: 85 one-of-a-kind lots of Pinot noir and seven lots of Chardonnay. From July 26-30, seminars will be held three times a day at 9 a.m., 11 a.m. and 2 p.m. PST wherein winemakers, winery principals and guests will have the opportunity to discuss the diverse terroir and winemaking styles of the Willamette Valley, as well as trends and opportunities within the region. With 17 first-time participants, nine AVA’s, and wineries both old and new all represented, the 15 sessions will truly showcase the diversity of the Willamette Valley. To see the full preview week schedule and to register please visit: [willamettewines.auction/preview-week](http://willamettewines.auction/preview-week)

Starting on August 5, registered trade will have access to the online Auction site hosted by ClickBid and may begin placing bids alongside the live Auction, hosted by esteemed auctioneer Fritz Hatton. In-person attendees will be able to enjoy the sprawling outdoor tasting area at WillaKenzie Estate with a two hour walk-around tasting and a seated, plated lunch prior to the start of the live Auction at 1:00 p.m.

“We challenged the wineries of the Willamette Valley to present the very best their 2019 vintage had to offer and we are blown away by the results,” says Auction Co-Chair Rob Alstrin, president and CEO of Adelsheim, “The 2019 vintage was a return to a classic Willamette Valley growing season, complete with late summer rains that characterize the Pacific Northwest. The vintage is really defined by elegant complexity with wines that are built to age.”

Licensed members of the wine trade who are interested in attending the Auction online or in-person may visit the website: [willamettewines.auction](http://willamettewines.auction). Members of the press who are interested in attending may complete a Media Credential Request Form ([willamettewines.auction/press](http://willamettewines.auction/press)).



**WILLAMETTE**  
*the pinot noir auction*

**About Willamette Valley Wineries Association**

The Willamette Valley Wineries Association (WVWA) is a non-profit industry association dedicated to achieving recognition for Oregon's acclaimed Willamette Valley as a premier Pinot noir-producing region. Currently, the WVWA has nearly 250 members representing wineries and tasting rooms throughout the Willamette Valley region from Portland to Eugene. To learn more about The Willamette Valley Wineries Association visit: [willamettewines.com](http://willamettewines.com)

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