Sixth-annual Willamette: The Pinot Noir Auction to be held August 5

Hybrid online and in-person event will welcome wine media and trade from across the country

(April 14, 2021; Portland, Ore.)—The Willamette Valley Wineries Association (WVWA) has announced that the sixth-annual Willamette: the Pinot Noir Auction will return this year as a hybrid in-person and online event on August 5, 2021. The trade Auction will be the first WVWA event to welcome people for in-person tastings in more than a year.

Auction co-chairs Rob Alstrin and Jessica Endsworth

WILLAMETTE
the pinot noir auction

Co-chaired by Jessica Endsworth, a national sales manager of Northwest Wine Company, and Rob Alstrin, President and CEO of Adelsheim, the Auction will highlight the 2019 vintage, with 85 Pinot noir lots from top Willamette Valley producers, and seven Chardonnay lots from current and past Auction chairs. All wines are one-of-a-kind, produced in quantities of just five, 10 or 20 cases, exclusive to the Auction. Auction proceeds go to support the branding, marketing, and education programs of the WVWA, and in 2021, a portion will also support a charitable partner. The esteemed Fritz Hatton will return this year as auctioneer.

"The cooler 2019 vintage was a return to a classic Willamette Valley vintage that produced delicate, structured and complex wines with extraordinary aging potential," says Endsworth. "This is a vintage collectors and trade members are going to want to get their hands on," adds Alstrin.

The in-person component of the 2021 Auction will take place at WillaKenzie Estate and will accommodate a limited number of attendees with social distancing protocols and in accordance with current county guidelines. The Auction will also offer a robust virtual event, featuring live-stream online bidding and a virtual preview week July 26-30, 2021, offering virtual attendees the opportunity to explore Auction lot wines through intimate winemaker panels.

"WillaKenzie Estate is ready and thrilled to invite members of the trade to the Willamette Valley for this year's Auction," says former Auction co-chair and Jackson Family Wines Vice President of Oregon Winery Operations and Business Development Eugenia Keegan. "In addition to working closely with public officials and consulting with experts on preparing our outdoor venue to ensure everyone's safety, the Willamette Valley Wineries Association has spent the past 12 months preparing to welcome guests once again."

Attendance is limited to licensed wine sellers, including retailers, restaurateurs and wholesalers. Attendance for this year's Auction will be extremely limited in compliance with local regulations to ensure everyone's safety. The Willamette Valley Wineries Association will work closely with public

officials to ensure safety protocols are strictly enforced, and in alignment with best practices. Auction lot samples will be available to registered bidders who are unable to attend in person. Those interested can view participating wineries at www.willamettewines.auction and can reserve tickets by emailing lizzie@willamettewines.com.

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, vineyards, tasting rooms hospitality and industry partners throughout the Willamette Valley region from Portland to Eugene. To learn more about The Willamette Valley Wineries Association visit:
willamettewines.com

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