



News Release

Oregon Liquor Control Commission
9079 SE McLoughlin Blvd., Portland, OR 97222-7355
1-800-452-6522

For more information:

Matthew Van Sickle, Public Affairs Specialist
matt.vansickle@oregon.gov, (503) 872-5002
www.oregon.gov/olcc

March 2, 2020

OLCC Appoints Wine Rules Advisory Committee Members

Thirteen-Member Committee to Take on SB 829 Wine Labeling Rules

PORTLAND, OR. – The Oregon Liquor Control Commission is announcing the appointment of a thirteen-member rules advisory committee to advise the Commission on rules pertaining to the inclusion of an American Viticultural Area on a wine label. Appointment of the committee is a required component in the implementation of Senate Bill 829, which passed the Oregon legislature in the 2019 session.

SB 829 specifies that if a wine label contains the name of a smaller AVA nested within a larger AVA, the larger AVA name may also be required on the label.

The newly-appointed RAC will advise the commission on a limited set of issues pertaining to the implementation of SB 829. The OLCC will adopt rules specifying which AVAs are subject to this requirement, but at a minimum the rules will include the Willamette Valley AVA and all the smaller AVAs contained wholly or partially within it. SB 829 requires the OLCC to convene a RAC to help develop these rules and to help devise a penalty schedule for failing to follow the rules.

Membership is as follows:

Carrie Kalscheuer	Director of Sales, A to Z Wineworks and Rex Hill WVWA Board Member
Mike McNally	Co-Owner Fairsing Vineyard LLC WVWA Board Member
Scott Steingraber	Owner/Winemaker, Kriselle Cellars
Justin King	King Estate Winery OWA, Board Member/Chair of Public Policy Committee
David Adelsheim	Founder/Director of Adelsheim Vineyard
Tracy Timmins	Vice President Operations & Consumer Sales at Stoller Wine Group
Chad Johnson	Co-Winegrower/Owner, Dusted Valley
Rob Wallace	Owner and CEO, Del Rio Vineyard OWC Board Member
Scott Kelley	Co-Owner and Winemaker, Paul O'Brien Winery OWC Board Member

Laurent Montalieu	Winemaker, NW Wine Co/Hyland/Solena OWC Board Member
Ken Johnston	COO, Winemakers LLC OWC Board Member
Ken Wright	Owner and Winemaker, Ken Wright Cellars
Gretchen Boock	CEO, Wines by Joe OWC Board Member

“The listening sessions we held throughout the state last year gave us a better understanding of the issues and concerns facing the wine industry,” said Steve Marks, OLCC Executive Director. “This committee reflects the many regions and diversity of wine making and marketing throughout Oregon and we are proud that they have agreed to help our Commission craft limited and focused rules to strengthen Oregon’s wine sector of the economy.”

OLCC sought input on committee membership in fall 2019 from AVA organizations and winemaking associations throughout Oregon. Criteria for consideration for inclusion on the committee included: selecting individuals with expertise in the production and labeling of Oregon wines; maintaining diverse and proportional representation from the various wine grape growing areas; and balancing the interests of both large and small wine entities. Winemaking industry associations and other organizations related to the winemaking industry submitted nominations to the OLCC and Executive Director Marks made the final selection.

The first meeting of the RAC will likely occur in April.

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