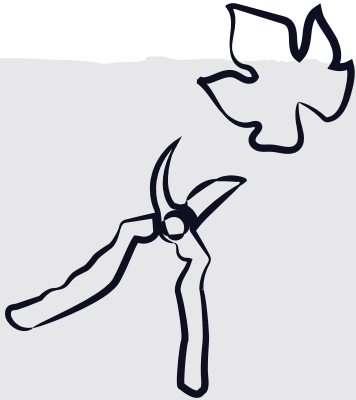


## OREGON WINE

# Talking about smoke effect and the 2020 vintage.

The 2020 vintage was different for everyone in Oregon, but the majority of winemakers made wine. With many of those wines available now, it's important to know how to talk about them.



## NO VINTAGE IN OREGON IS UNIFORM

The state is home to almost 1,000 wineries, with vast geographical and climate variety. Every winery in Oregon makes highly individualized decisions in real time, responding to Mother Nature's many curve balls every growing season.

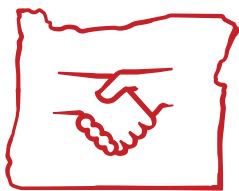


Here in Oregon we're proud that our wines have a distinct sense of place and each place was affected differently by smoke. Many places gave us lower yields with smaller clusters, and in return some complex, beautiful flavors.

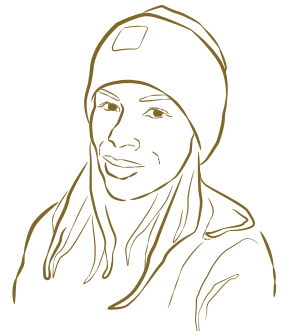
- ELENA RODRIGUEZ,  
WINEMAKER,  
ALUMBRA CELLARS

## OREGON IS COLLABORATIVE

Oregon winemakers are famously collaborative. We share information and resources, machinery and labor, all in an effort to bring the best wines to market. That collaboration goes way back: For example, in 1980, when Mount Saint Helens erupted and ash covered grapes and vines, our winemakers still came together and made wine.



Out of 995 wineries, one winery burned down in 2020. The Alameda Fire tore through and destroyed the building and cellar of Simple Machine in a matter of hours. But by the end of the week, a ton of donated Pinot Noir grapes was waiting for the family winery, who also received offers of equipment, barrels and space from other Rogue Valley wineries. Simple Machine still made wine in 2020.



## AN UNCOMPROMISING COMMITMENT TO CRAFTING WINES OF INTEGRITY



Wine drinkers can be reassured knowing that Oregon winemakers will not go through the trouble (and expense) of bottling wines that do not meet their high standards. There are a lot of smoke mitigation tactics available to winemakers, like fermenting in small lots, minimizing fermentation on skins and filtering. Many grapes were harvested prior to smoke events, and thus were not affected.



### MANY VARIABLES AND UNKNOWNNS

So much remains to be understood about how smoke affects wine quality. We're still measuring and learning from the experience in 2020, and Oregon is now contributing to the growing bank of knowledge on the west coast and beyond.



Fruit quality was excellent.

There was a general unevenness across bloom and véraison caused by the cooler-than-normal June that carried through to harvest. I think this will add to the complexity of the wines and may have helped with the clusters holding on to acidity.

- SADIE DRURY, GM, NORTH  
SLOPE MANAGEMENT



### PLENTY OF BEAUTIFUL WINE WAS MADE IN 2020

Winemakers went into the 2020 harvest with lower yields than in years past. While the quantity is low, the quality is high. Early anecdotal evidence suggests that the white wines are some of the best ever released, and the reds rival those of 2019.

And while Oregon is perhaps best known for Pinot Noir, we continue to gain recognition for Chardonnay, Pinot Gris, Gamay Noir, Viognier, Syrah, Tempranillo, Riesling and sparkling wine—which respond differently to the influence of smoke. The outlook for the 2020 vintage, then, is very bright indeed.

