

## Willamette Valley Vineyards makes strategic move

by Bend\_Weekly\_News\_Sources

WILSONVILLE, Ore. -- In a unique strategic move, Oregon's leading winery has moved some of its offices from the winery to the building owned by the Oregon Restaurant Association (ORA). The new Willamette Valley Vineyards (WVV) offices are also across the hall from the Northwest Grocers Association headquarters.

WVV Founder & President Jim Bernau said the two business associations represent more than 90 percent of all fine wine sales in Oregon. He added that the move was made to further the ties between industry partners, but also to reduce the carbon footprint of the winery.

"The ORA and NWGA are among the most effective business associations in the country," Bernau noted. "I have enjoyed my work with them over these past 25 years and I look forward to strengthening our industries, employment and charities."

Bernau was named the ORA's "Purveyor of the Year" last year. "It is a pleasure to have Willamette Valley Vineyards in the building," said Steve McCoid, President & CEO of the ORA. "Jim has built a great winery and being so close to us can only improve the natural partnership that exists between our two industries."

Joe Gilliam, President of the NWGA, commented: "Northwest grocers believe in supporting our home grown producers and Northwest wineries are now producing some of the finest wines in the world. We are proud to have Bernau's winery sales office across the hall."

WVV employees living in the Portland area will now have much shorter distances to commute, reducing pollution and fuel use by working at the new space, located at 8565 SW Salish Lane in Wilsonville. The sales and marketing staff will spend a combined 50 hours less per month commuting, thus improving efficiencies.

Willamette Valley Vineyards was founded in 1983 by Bernau. Best known for its acclaimed Pinot Noir, the winery produces 130,000 cases annually that are distributed throughout the United States, Canada, and the Pacific Rim. Today the winery manages 300 acres of vines, which are all certified sustainable, LIVE and Salmon Safe. As Oregon's only publicly held winery, the winery is listed on NASDAQ under the symbol WVVI.

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