



Oregon Tempranillo  
— Alliance —

*presents*

*2017 Oregon Tempranillo  
Celebration  
(January 21-22, 2017)*

**Event Program**

# **2017 Oregon Tempranillo Celebration**

(Member Fee \$250 / Non-Member Fee \$350)

**Friday, January 20, 2016**

(Belle Fiore Winery)

**6:00 pm – 7:00 pm**      **Reception**

Join us for tempranillo and tapas and meet your fellow tempranillo producers, along with our panel of speakers and experts. If you like, bring a bottle of wine to share.

**Saturday, January 21, 2017**

(Ashland Hills Hotel and Suites – Grand Ballroom)

**8:00 am – 8:30 am**      **Registration**

Check in for the event. Coffee, tea and pastries will be available.

**8:30 am – 9:00 am**      **Introductory Remarks - Earl Jones, President OTA**

**9:00 am – 10:00 am**      **Session 1 - Vineyard Practices**

A discussion of various vineyard practices and the effects on producing quality tempranillo. These practices include trellis system, pruning, crop load, and watering practices, among others.

**10:00 am – 10:30 am**      **Coffee Break**

**10:30 am – 11:30 am**      **Session 2 - Winemaking Practices**

A discussion of various winemaking practices and the effects on producing quality tempranillo. These practices include harvesting (i.e. brix level), choice of yeast, racking schedule, etc.

**11:30 am – 1:00 pm**      **Session 3 - Lunch with Oregon Tempranillo**

Join us for lunch as we sample seven different Oregon tempranillo's sourced from Oregon's principal AVA's (Applegate Valley, Columbia Valley, Hood River, Rogue Valley North, Rogue Valley South, Umpqua Valley and Willamette Valley), and analyze the varietal characteristics of each AVA.

**1:00 pm – 2:00 pm**      **Session 4 - Cellaring Practices**

A discussion of the impact of various cellaring practices on tempranillo wine, including barrel selection, percentage new oak, and length of aging.

2:00 pm – 3:00 pm      [Session 5 - Tempranillo Blends](#)

A fun session devoted to sampling and determining which grapes blend best with tempranillo.

3:00 pm – 3:30 pm      [Summary Comments](#)  
(Earl Jones, Discussion Leader)

3:30 pm – 5:00 pm      [Social](#)

Enjoy a relaxed social with tempranillo and tapas. You'll have a chance to talk directly to the speakers and experts, as well as enjoy some great Oregon wine. Please bring one bottle of wine per person.

**Sunday, January 22, 2017**  
(Ashland Hills Hotel and Suites – Grand Ballroom)

1:00 pm – 4:00 pm      [Consumer and Trade Tasting](#)

Participating wineries will be pouring their best tempranillo wines for attending consumers, distributors, retail shop and restaurant owners, wine stewards, sales persons, restaurant sommeliers and wait staff. A portion of the proceeds are being donated to the *Oregon Wine Experience*, a 100% charitable event that supports the *Children's Miracle Network* and other local healthcare initiatives supported by the *Asante Foundation*.

### **SPONSORS**

The Oregon Tempranillo Alliance would like to thank this year's sponsors for their support for the event.



## David Furer



David Furer is a Certified Wine Educator, Advanced Sommelier, Certified Sherry Educator, and Wine Location Specialist. The author of *Wine Places* and a contributor to numerous other wine books, he also freelances for several magazines worldwide such as *Wine Business Monthly*, *Harper's*, *SanFranciscoWineSchool.com*, and *Sommeliers Int'l*. He has judged at several international wine competitions, and has spoken to audiences around the globe which included his hosting Hong Kong's *Wine Future 2011*, Spain's *3rd Climate Change & Wine*, and San Francisco's *Origins of Wine Civilization* conferences.

## Tim Hanni, MW



Tim is a professionally-trained chef and one of the first two resident Americans to successfully complete the examination and earn the title Master of Wine. He is a Certified Wine Educator accredited by the Society of Wine Educators and is the author of *Why You Like the Wines You Like*. Tim is also recognized for introducing the concept of the “umami” taste phenomenon to the wine and food community. He has his own website at [www.timhanni.com](http://www.timhanni.com).

## Deborah Parker Wong



Deborah Parker Wong, DWSET, is an opinion-leading communicator, journalist and author who specializes in the wine and spirits industries. As Northern California editor for m-dash Publishing and *The Tasting Panel*, *SOMM Journal* and *Clever Root* magazines, she writes monthly industry columns and reports on the global wine and spirits industries with an emphasis on technology and trends. She is the co-author of “1000 Great Everyday Wines” and contributes thought-provoking content to industry trade publications including *Vineyard and Winery Management Magazine* and *Drinks Business*, in addition to lively consumer drinks content for *Examiner.com* and her archive website: [www.deborahparkerwong.com](http://www.deborahparkerwong.com).



Oregon Tempranillo  
Alliance

*The goal of the Oregon Tempranillo Alliance is to promote the growing and sale of Tempranillo grapes in Oregon, and the production and sale of Tempranillo wine both in Oregon and other wine markets.*

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The Oregon Tempranillo Alliance is incorporated in Oregon as a tax-exempt 501(c)(6) business organization, Federal Tax ID 47-3796325.

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