



2017 Oregon Tempranillo Celebration

Dear Winery:

You are cordially invited to participate in the *2017 Oregon Tempranillo Celebration* to be held at the Ashland Hills Hotel and Suites in Ashland, Oregon, on Saturday and Sunday, January 21-22, 2017. This is the 2nd year for this amazing event that celebrates Oregon Tempranillo.

Event Program

The Celebration will kick off with a *Welcome Reception* on Friday, January 20th. The main event on Saturday will include five tempranillo-focused seminars including *Vineyard Practices*, *Winemaking Practices*, *Varietal Characteristics of Oregon AVA's*, *Cellaring Practices* and *Tempranillo Blends*. Saturday will conclude with an *Evening Social* where you can share your impressions from the seminars, and a bottle of your wine! On Sunday, there will be a *Consumer/Trade Tasting* from 1:00 pm - 4:00 pm where attendees will have the opportunity to sample all the best tempranillo from around the state. Please refer to the attached **Event Program** for additional details.

NOTE: All OTA members are listed on the program. If you are not yet listed and want to insure that you are included in the printed program, you need to pay your membership dues no later than December 15, 2016.

Wine Evaluation by Critics

You also have the option to submit up to three tempranillo wines for a critical evaluation by our panel of experts which includes the following (please see attached **Critical Evaluation Panel** for detailed bios):

David Furer - Certified Wine Educator, Advanced Sommelier, author, freelance wine writer, contributing editor and regular columnist with *Sommelier Journal*.

Tim Hanni, MW - Professionally trained chef, one of the first two resident Americans to earn the title Master of Wine, and author of *Why You Like the Wines You Like*.

Deborah Parker Wong - Opinion-leading communicator, journalist and author, Northern California editor for *The Tasting Panel*, *SOMM Journal* and *Clever Root*.

Please remember that this is not a wine competition, but rather the panel has agreed to blind taste and evaluate each submission and provide a confidential report to each winery via email after the event. If you are interested in having your wine evaluated by the panel, please complete the attached **Critical Evaluation - Wine Submission Form** and submit it, along with your wine, no later than December 31, 2016. We strongly suggest submitting two bottles of each wine for this purpose, in case one bottle has a flaw. Please note that any tempranillo wine submitted for these purposes must be at least 75% tempranillo (TTB rules). Once we receive your completed submission form, we will contact you with additional details about the submission process.

Consumer/Trade Tasting

The *Consumer/Trade Tasting* will include paid attendees from the general public, as well as invited trade representatives. 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*.

Participating wineries may pour as many wines as they like provided all wines poured are tempranillo-based. In addition to the wine, tapas will also be provided. The cost for the general public is \$30 per person, and tickets may be purchased through the OTA website (www.oregontempranilloalliance.com).

Trade representatives may attend for free, and participating wineries are strongly encouraged to invite restaurant sommeliers and wait staff, wine shop stewards and sales staff, as well as distributors and other trade representatives, and you may invite as many such people as you like. When you invite trade people, please send them the following link to register for the OTC - Trade Tasting:

<http://events.constantcontact.com/register/event?llr=kbwd46hab&oeidk=a07edgkxu00e1291ef0>

Please note that wineries may also choose to invite trade representatives to attend the other OTC events. However, the cost for each person you invite to attend the other events is \$100. If wineries invite a trade person to these events, they need to submit an additional Participation Form with the attendee's information, along with a \$100 check.

Accommodations

If you need accommodations for the *2017 Oregon Tempranillo Celebration*, a block of rooms has been held at the Ashland Hills Hotel and Suites (same location as the event). The rooms are available as a discounted rate of \$79/night for King or Queen Rooms, and \$89/night for King Suites. Simply tell the reservation agent that you are participating in the *2017 Oregon Tempranillo Celebration*.

What To Do Next

This is a “pay-to-play” event and the registration, which includes everything discussed above, is \$250 for OTA members and \$350 for non-members. So if you have not yet renewed your membership in the Oregon Tempranillo Alliance, you should do so immediately, as membership dues are only \$100.

If you would like to participate in the 2017 Oregon Tempranillo Celebration, please complete the enclosed **Winery Participation Form** and return it along with payment as indicated on the form no later than December 31, 2016. We hope all tempranillo producers in Oregon, and particularly OTA Members, will take advantage of this tremendous opportunity to learn from the critics’ evaluations, showcase your tempranillo wines, and help support the future growth of this amazing variety.

If you have any questions, please contact us and we look forward to seeing you at the ***2017 Oregon Tempranillo Celebration!***

OTA Board of Directors

Earl Jones, President
Eric Weisinger, Vice President
Les Martin, Treasurer
Scott Steingraber, Secretary

Enclosures: Event Program
Critical Evaluation Panel
Critical Evaluation Wine Submission Form
Winery Participation Form

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