



2020 Oregon Tempranillo Celebration

Dear Winery:

You are cordially invited to participate in the *2020 Oregon Tempranillo Celebration* to be held at the *Ashland Hills Hotel and Suites* in Ashland, Oregon, January 18-19, 2020. Please note that this invitation also includes important information about other upcoming OTA events, so be sure to read the entire invitation.

Summary

As you may be aware, and unlike prior years, the *2020 Oregon Tempranillo Celebration* will **not** include winery educational seminars, which will now be held every other year beginning in 2021. While the *Grand Tasting* and *Silent Auction* on Sunday, January 19 will be the main focus of this year's Celebration, there will also be a special *Oregon Wine University* class on Saturday, January 18.

Grand Tasting

The *Grand Tasting* will take place Sunday, January 19, 2020 from 1:00 pm - 4:00 pm and will include paid attendees from the general public, as well as invited trade representatives. Participating wineries may pour as many wines as they like, provided all wines poured must be at least 75% tempranillo (TTB rules). In addition to the wine, tapas will also be provided. Tickets are \$50 per person, and may be purchased through the OTA website (www.oregontempranilloalliance.com). There will also be an opportunity to offer discounted tickets at \$35 to your wine club members. We currently expect a turnout of more than 300 people, so this event is an excellent opportunity to showcase your tempranillo wines to a large audience. Please note that tickets will go on sale December 1, 2019.

Silent Auction

The *Grand Tasting* will include a *Silent Auction* featuring an array of unique and exclusive wine, dining and travel packages, with 100% of the proceeds going to the *Children's Miracle Network* and other local healthcare initiatives supported by the *Asante Foundation*.

Oregon Wine University Class

In cooperation with the *Oregon Wine Experience* and the *Oregon Wine University*, the OTA will be offering a special “**Discover Your Tempranillo Palate**” class on Saturday, January 18, 2020 from 3:00-5:00 pm at *Ashland Hills Hotel and Suites*. This class for consumers will be hosted by Tim Hanni, MW (and Oregon resident) and will offer attendees the opportunity to learn about their personal *Vinotype* and progressively sample and compare different style Tempranillo wines from around the state in order to identify the wine style that best suits their individual palate. Tickets are \$75, but includes admission to the Sunday Grand Tasting. Tickets go on sale December 1st at <https://www.theoregonwineexperience.com/oregon-wine-university-discovery-series/>.

Accommodations

If you need accommodations for the *2020 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 a Standard Guestroom (one king bed) and \$89/night for a Premium Guestroom (premium king bed or two queen beds). Simply tell the reservation agent (855-482-8310) that you are participating in the *2020 Oregon Tempranillo Celebration*. Lodging includes complimentary continental breakfast, free Wi-Fi and free parking.

What To Do Next

This event is open to OTA members only, but the registration fees are included in your membership dues. So if you haven't already renewed your membership, you should do so immediately, as membership dues are only \$100. A **Membership Form** is attached for your convenience.

If you would like to participate in the *2020 Oregon Tempranillo Celebration*, you must complete the attached **Winery Participation Form** and return it no later than December 31, 2019. We hope all tempranillo producers in Oregon will take advantage of this tremendous opportunity showcase your tempranillo wines and help support the future growth of this amazing variety.

Please note that all the information and forms mentioned in this invitation are also available on the OTA website at www.oregontempranilloalliance.com. In fact, all of the forms can be completed and submitted online.

UPCOMING EVENTS

- The OTA, in conjunction with *Travel Southern Oregon*, is planning a special **Tempranillo Tour**, where we will host several prominent wine writers and bloggers on a tour of Oregon Tempranillo-producing wineries, including a special tasting of OTA member wines. We expect to announce additional details within the next few weeks.

- In June/July 2020, the OTA will host a ***Portland Grand Tasting***, which is expected to be an annual occurrence. We expect to announce additional details before the end of the year.

We'll keep you updated as details emerge (you can also check our website), but there's obviously a lot to look forward to as our organization moves forward. All of the above events are open only to member wineries, so please join or renew your membership as soon as possible (membership dues are only \$100). As a reminder, the OTA's fiscal year runs from April 1 - March 31, so annual dues are now due for all members. You can easily join or renew by going to www.oregontempranilloalliance.com, but for your convenience, we've also attached copies of the necessary membership form.

If you have any questions, please contact us and we look forward to seeing you at the ***2020 Oregon Tempranillo Celebration!***

OTA Board of Directors

Enclosures: Membership Form
Winery Participation Form

The Oregon Tempranillo Alliance is incorporated in Oregon as a tax-exempt 501(c6) business organization, Federal Tax ID 47-3796325.



MEMBERSHIP APPLICATION

Membership Type: Winery/Grower (must grow Tempranillo or produce Tempranillo wine)
 (\$100 Dues) Associate

Business Name			
Physical Address			
City/State/ZIP			
Mailing Address			
City/State/ZIP			
Website			
Phone			
Email			
Contact Person			
Contact Phone			
Contact Email			

Winery Members Only	
Principal AVA	
OLCC License #	
Acres Tempranillo Planted	
Annual Case Production (Tempranillo)	

Associate Members Only	
Description of Business	

Mail the completed form along with your \$100 check to OTA, 11777 Hwy. 238, Jacksonville, OR 97530.

NOTE: Membership year runs from April 1 – March 31.

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2020 Oregon Tempranillo Celebration

Winery Participation Form

(must be received no later than December 31, 2019)

YES! I want to participate in the 2020 Oregon Tempranillo Celebration to be held January 18-19, 2020 at the *Ashland Hills Hotel and Suites* in Ashland, Oregon.

Fee for Oregon Tempranillo Alliance Members

<u>Description</u>	<u>Fee</u>
Grand Tasting Registration Fee (included in membership dues)	n/a

Participating Winery Information

Contact Name	
Contact Phone	
Contact Email	
Winery	
Address	
City, State, ZIP	
Website	
Primary AVA	

You can scan and email your completed form to info@oregontempranilloalliance.com or mail the form to the following address:

Oregon Tempranillo Alliance
 c/o Les Martin, Treasurer
 11777 Hwy. 238
 Jacksonville, OR 97530

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