

OTHER ACTS

EUROPEAN COMMISSION

Publication of the single document referred to in Article 94(1)(d) of Regulation (EU) No 1308/2013 of the European Parliament and of the Council and of the reference to the publication of the product specification for a name in the wine sector

(2021/C 58/18)

This publication confers the right to oppose the application pursuant to Article 98 of Regulation (EU) No 1308/2013 of the European Parliament and of the Council ⁽¹⁾ within 2 months from the date of this publication.

SINGLE DOCUMENT

'Willamette Valley'**PGI-US-02439****Date of application: 17.10.2018****1. Name to be registered**

Willamette Valley

2. Geographical indication type

PGI

3. Categories of grapevine products

1. Wine
5. Quality sparkling wine

4. Description of the wine(s)

The protected geographical indication 'Willamette Valley' is reserved for still wines (red, rose and white); and, quality sparkling wines.

Willamette Valley wines are characterized and identified by the type of grape variety. Willamette Valley red wines, predominately Pinot noir, and Willamette Valley white wines, predominately Chardonnay, Pinot gris and Riesling, with Pinot noir/Chardonnay sparkling blends, constitute most of the production in the Willamette Valley.

As cool climate medium-bodied wines which generally show marked acidity and project bright, fresh ripe fruit and mineral driven tannins, Willamette Valley wines exhibit the following characteristics by variety:

Still Wines

Red Wines:

Willamette Valley reds are brilliant, moderate red-to-garnet in colour, sometimes approaching a deep purple-to-black based on site and vintage; they exhibit fresh rather than cooked red and black fruits, from pomegranate, strawberry, raspberry and cherry to blackberry and plum in both aromatics and directly translated to flavours; in addition, aromatics show red and purple floral aspects, earthiness from hummus to tea leaf, iodine and ferric iron notes, baking spices of sassafras, cola, mineral and, with age, more complex savoury characters of ham, mushroom, leather and

(1) OJ L 347, 20.12.2013, p. 671.

herbal spices. Flavours and mouth textures are complex and layered with fine grained tannins of tea leaf and cherry tobacco and a round velvet mid-palate giving an elegant structure and richness, reflecting both fruits and deep savoury food elements as seen on the nose; palate structure can show a range of tannins, from tea leaf to wood, with bright acidity lifting the palate and maintaining assertive flavours over a great length, while contributing tension to protect and provide for age worthiness.

Rosé wines:

Rosés in the Willamette Valley range in colour from a very light grey-pink to pale garnet, all vibrant and beautiful, carrying aromas of white to red flowers (jasmine to rose) and fresh fruit from blood orange to wild strawberries and raspberries, both on nose and on palate; the palate flavours can be saline and mineral as well, with a creamy palate and sometimes left with a touch of residual sugar. The hallmark vibrant acidity in Willamette Valley rosé provides the ability to bottle age a few years.

White wines:

White Willamette Valley wines are uniformly brilliant, bracing in acidity, in colour are platinum to pale lemon and, with late harvest or oaked whites, cream-to-golden. Carrying the same, or even more, brightness of fruit as Pinot noir, but reflecting different types of fruit, white aromatics range from citrus, stone fruit (peach, pear, etc.) and floral elements of white blossom and orchard florals; all have pronounced minerality and salinity (from pH, acidity and lean bright fruit) on the palate, with a core of fresh pure fruit flavours driven by high acidity, giving length and promising longevity. With age the wines exhibit dried flowers, marmalade citrus notes and elements of honey and developed mineral notes.

General analytical characteristics

Maximum total alcoholic strength (in % volume)	16 %
Minimum actual alcoholic strength (in % volume)	7 %
Minimum total acidity	4 g/L tartaric pH=4 max
Maximum volatile acidity (in milliequivalents per litre)	23,31 mEq/L (red wines) 19,98 mEq/L (white and rosé wines)
Maximum total sulphur dioxide (in milligrams per litre)	150 mg/L 40 mg/L Unbound Sulphur dioxide

Quality Sparkling Wines

Willamette Valley quality sparkling wines are produced as white and rosé wines, made from Pinot noir, Chardonnay, and in some instances including Pinot meunier. They exhibit fine-to-medium mousse, with finesse, pearly threads of bubbles, and expressive, clean, acid-edged fruit flavours of barely ripened stone fruit and racy citrus. White quality sparkling wines are platinum in colour and brilliantly clear, with aromas of apple or pear and flavours similarly of lime, stone fruit or mineral. Rosés exhibit lifted notes of wild strawberry, nervy high acidities, and multi-layered bright red fruit flavours (apple/plum). Extended time of more than 10 years in bottle are normal. Rosés visually range from clear cherry red to a 'hint' of pink colours. Aromatically rosés exhibit rose petal floral to red skinned apple to a light plum-strawberry depending on the blend and the maturity of the fruit at harvest. A characteristic 'spice' component is not unusual as well. Typical aromatic and flavour descriptions can include wild strawberry and other summer berries, citrus as in blood orange/tangerine, apples/crab apple, spices as in dried herbs and ginger. Nervy high acidities promise extended time of more than 10 years in bottle.

The aromatics of Brut Sparkling wines made with Chardonnay, Pinot noir, and Pinot meunier can range from white flowers to ocean shore-oyster shell to apple/pear to citrus white grapefruit. Flavours vary by the percentages of grape variety used and location the fruit was grown. Flowers range from delicate white to rose, spices from vanilla to ginger to dried herbs, fruits including green, yellow, red skinned apples, crab apple, tart berries, and Anjou-like pear, citrus white grapefruit, starfruit, and tangerine are possible. Acidity is bright, and vibrant, while the finish can be quite long on ripe fruit expression.

General analytical characteristics	
Maximum total alcoholic strength (in % volume)	14 %
Minimum actual alcoholic strength (in % volume)	7 %
Minimum total acidity	5 g/L tartaric pH=4 max
Maximum volatile acidity (in milliequivalents per litre)	<=23,31 mEq/L
Maximum total sulphur dioxide (in milligrams per litre)	150 mg/L 30 mg/L Unbound Sulphur dioxide

5. Wine making practices

a. Essential oenological practices

none

b. Maximum yields

Pinot noir and other Red wines: 7 850 kg/ha (45 hl/ha);

Chardonnay: 10 100 kg/ha (60 hl/ha);

Other Whites: 12 330 kg/ha (70 hl/ha);

Quality sparkling wines: 15 700 kg/ha (90 hl/ha).

6. Demarcated geographical area

Willamette Valley as an American Viticultural Area is described specifically as approved and registered in the United State Tax and Trade Bureau regulations, with this summary:

‘§9.90 Willamette Valley.

Boundaries. The Willamette Valley viticultural area is located in the north-western part of Oregon and is bordered on the north by the Columbia River, on the west by the Coast Range Mountains, on the south by the Calapooya Mountains, and on the east by the Cascade Mountains, encompassing approximately 5,200 square miles (3.3 million acres).

The exact boundaries of the viticultural area, based on landmarks and points of reference found on the approved maps, are as follows: From the beginning point at the intersection of the Columbia/Multnomah County line and the Oregon/Washington State line;

West along the Columbia/Multnomah County line 8.5 miles to its intersection with the Washington/Multnomah County line;

South along the Washington County line 5 miles to its intersection with the 1,000 foot contour line;

Northwest (15 miles due northwest) along the 1,000 foot contour line to its intersection with State Highway 47, .5 mile north of “Tophill”;

Then, due west from State Highway 47 one-quarter mile to the 1,000 foot contour line, continuing south and then southwest along the 1,000 foot contour line to its intersection with the Siuslaw National Forest (a point approximately 43 miles south and 26 miles west of “Tophill”), one mile north of State Highway 22;

Due south 6.5 miles to the 1,000 foot contour line on the Lincoln/Polk County line;

Continue along the 1,000 foot contour line (approximately 23 miles) east, south, and then west, to a point where the Polk County line is intersected by the Lincoln/Benton County line;

South along Lincoln/Benton County line, 11 miles to its intersection with the Siuslaw National Forest line;

East along the Siuslaw National Forest line six miles, and then south along the Siuslaw National Forest line six miles to State Highway 34 and the 1,000 foot contour line;

South along the 1,000 foot contour line to its intersection with Township line T17S/T18S (31 miles southwest, and one mile west of State Highway 126);

East along T17S/T18S 4.5 miles to Range line R6W/R7W, south along this range line 2.5 miles to the 1,000 foot contour line;

Northeast, then southeast along the 1,000 foot contour line approximately 12 miles to its intersection with the R5W/R6W range line;

South along the R5W/R6W range line approximately 0.25 mile to the intersection with the 1,000 foot contour line;

Generally southeast along the meandering 1,000 foot contour line, crossing onto the Letz Creek map, to a point on the 1,000 foot contour line located due north of the intersection of Siuslaw River Road and Fire Road;

South in a straight line approximately 0.55 mile, crossing over the Siuslaw River and the intersection of Siuslaw River Road and Fire Road, to the 1,000 foot contour line;

Generally southeast along the meandering 1,000 foot contour line, crossing onto the Roseburg, Oregon map, to the intersection of the 1,000 foot contour line with the Lane/Douglas County line;

East along the Lane/Douglas County line approximately 3.8 miles to the intersection with the 1,000 foot contour line just east of the South Fork of the Siuslaw River;

Generally north, then northeast along the 1,000 foot contour line around Spencer Butte, and then generally south to a point along the Lane/Douglas County line 0.5 mile north of State Highway 99;

South along the Lane/Douglas County line 1.25 miles to the 1,000 foot contour line;

Following the 1,000 foot contour line around the valleys of Little River, Mosby Creek, Sharps Creek and Lost Creek to the intersection of R1W/R1E and State Highway 58);

North along R1W/R1E, six miles, until it intersects the 1,000 foot contour line just north of Little Fall Creek;

Continuing along the 1,000 foot contour line around Hills Creek, up the southern slope of McKenzie River Valley to Ben and Kay Dorris State Park, crossing over and down the northern slope around Camp Creek, Mohawk River and its tributaries, Calapooia River (three miles southeast of the town of Dollar) to a point where Wiley Creek intersects R1E/R1W approximately one mile south of T14S/T13S;

North along R1E/R1W 7.5 miles to T12S/T13S at Cedar Creek;

West along T12S/T13S four miles to the 1,000 foot contour line;

Continuing in a general northerly direction along the 1,000 foot contour line around Crabtree Creek, Thomas Creek, North Santiam River (to its intersection with Sevenmile Creek), and Little North Santiam River to the intersection of the 1,000 foot contour line with R1E/R2E (approximately one mile north of State Highway 22);

North along R1E/R2E (through a small portion of Silver Falls State Park) 14 miles to T6S/T7S;

East along T6S/T7S six miles to R2E/R3E;

North along R2E/R3E six miles to T5S/T6S;

Due northeast 8.5 miles to the intersection of T4S/T5S and R4E/R3E;

East along T4S/T5S six miles to R4E/R5E;

North along R4E/R5E six miles to T3S/T4S;

East along T3S/T4S six miles to R5E/R6E;

North along R5E/R6E 10.5 miles to a point where it intersects the Mount Hood National Forest boundary (approximately three miles north of U.S. Highway 26);

West four miles and north one mile along the forest boundary to the 1,000 foot contour line (just north of Bull Run River);

North along the 1,000 foot contour line, into Multnomah County, to its intersection with R4E/R5E;

Due north approximately three miles to the Oregon/Washington State line; and

West and then north, 34 miles, along the Oregon/Washington State line to the beginning point.'

7. Main wine grapes variety(ies)

Willamette Valley still wines and quality sparkling wines use the following wine grapes: Pinot noir, Pinot gris, Chardonnay, Riesling, Pinot blanc, Syrah, Cabernet sauvignon, Gamay noir, Pinot meunier.

Other wine grapes are used to a lesser degree: Arneis, Albarino, Auxerrois, Cabernet Franc, Chenin blanc, Dolcetto, Gewurztraminer, Gruner veltliner, Merlot, Muller-Thurgau, Sangiovese, Sauvignon blanc, Tempranillo, Viognier, Zinfandel.

8. Description of the link(s)

As in any successful endeavour that accrues a well-regarded reputation, the link to high quality is complex, not simple: although the natural factors associated with Willamette Valley's location are likely most important, with climatic, geological, geographical and vintage effects significantly influencing the final wine quality, credit necessarily has to also go to those human factors which systematize and make consistent grape growing, winemaking, and marketing processes, creating reliability, control and reputation for the wines of the region.

Soils and Geology: in the Willamette Valley, high quality wines typical of the terroir are produced from cool climate grapes specified above, grown in vineyards almost exclusively situated on hillsets of either volcanic and/or sedimentary soils pushed up from the valley floor by tectonic action, at elevations between 61 and 305 meters (200 and 1000 feet), with loess (blown silt) atop some of the hillsets. Hillside soils provide adequate root depth and water retention, provide vine nutrients without being too rich (thereby encouraging easy, verdant growth rather than necessary stressed fruiting priorities) and good soil and air drainage with friable soils and show reduced chance of frost and disease pressures (e.g., powdery mildew). The hillside soils are of three types (volcanic, sedimentary and loess glacial silt) and transmit unique and predictable aromas, flavours, minerality, and growth characteristics to the vines and resultant wines—for example, with Pinot noir, volcanic soils project bright, fresh red fruit aromatically and flavour wise (raspberry to bing cherry to black cherry) with moderate fine, supple tannin structure and moderate colour; sedimentary soils project darker, red-to-black fruit colour, aromatics and flavours (black cherry to blackberry to black currant or huckleberry) with highlights of mushroom, baking spices, coffee, and black jam, with moderate-to-high tannin; loess soils transmit lighter colour (strawberry to raspberry to pie cherry) and less structure, with low tannin and freshness. All retain moderate-to-high acid and are ageable.

Geography: the organoleptic characteristics seen as being unique for the Willamette Valley, with Pinot noir especially, include brightness and fresh fruit aspects, with the acidity provided by the protected cool climate; varying red-to-black fruit characters and varying levels of structural phenolics or tannin associated with soil types, elevations and geography; and a broad array of stylistic fingerprints from evolving winemaker views of Pinot Noir's personality.

The cool climate moderated by large bodies of water like the Pacific Ocean allows the diurnal temperature to swing from warm days to very cool nights, onshore ocean wind flow cooling the Willamette Valley by as much as 30-40F (16.5-22C) at night. This affects plant respiration, permits plant cooling, and preserves acidity that is characteristic of the Willamette Valley wines.

The gradient provided by 244 meters (800 feet) of elevation gain also gives a variety of ripening conditions for different grape variety needs as well as additional versatility adapting to climate change, with warmer sites lower and cooler sites at higher elevations, thus projecting riper and softer wine characters lower, brighter fresh fruit and higher acidity higher.

Further refinement is given by site aspect, facing south or east or west on these hills to address the sun, a real benefit in the early, cool history of the region, as vineyards sought perfect ripening facing due south.

As important as the hillside locations are to give ripening, water, flavours and acidity, the critical feature of Willamette Valley wines comes from the bowl-shaped nature of the valley, which contributes the general cool climate conditions of this protected valley – protected by Cascade and Coast ranges of mountains to the East and West respectively, preventing hot, dry, continental weather and cool, wet weather, respectively, from perturbing the growing season. Full ripeness is achieved in this protected bona fide cool climate region, while retaining acidity from cool growing and ripening seasons. High quality wines of finesse, verve and structural integrity require this acidity to make Willamette Valley wines excellent food wines, in the short-to-medium term, but also having long aging potential.

General Geographic Influences for still and quality sparkling wines: the Willamette Valley straddles the 45th parallel North. At this latitude, elevation changes noticeably influence the flora and fauna of the area. Changes in vineyard elevation of as little as 60 meters can delay ripening by as much as 10-14 days. Grapevine flowering occurs on average the third week of June (Summer Solstice) and has often happened in July (4 weeks after the Solstice). This latitude and proximity to a cold Pacific Ocean bring variability in growing season weather, including harvest weather. In fact, the weather experienced in the Willamette Valley is uniquely variable when compared to all other USA west coast wine grape growing regions. Additionally, daylight length and day-to-day changes are severe enough to bring a photoperiod-induced physiological response from deciduous plants, including grapevines. The heat summation and photoperiod of the Willamette Valley places limits on the areas where consistent ripening can occur. For example, few vineyards can be successful above 240 meters, or located where the annual average rainfall is above 1300mm, or with an aspect facing north. Additionally, successfully consistent quality vineyards are located on hillside slopes with aspects that encourage sunlight to fall on leaves of the vine, warming the soils in spring. This is a wine region where warm climate varieties like Cabernet sauvignon will not consistently ripen. And, indeed it is one of the very few cool climate winegrowing regions that was planted on hillside slopes first and NOT planted to the valley's colder, floor.

Human Factors and Stylistic Options: the Willamette Valley is at the northern extreme of where one can consistently ripen cool climate varieties important to still or quality sparkling wines (e.g. Pinot noir, Pinot meunier, and Chardonnay). It is this specificity of location that presents exciting, unique characteristics for still and quality sparkling wines, with key options for winemakers' stylistic crafting. With an average bloom date at the summer solstice, ripening of quality sparkling wine grapes tends to happen mid to late-September and for still wines late-September to mid-October. Hillside locations allow for warm temperature inversions in early evening allowing vines to respire before the chill of late night - early morning summer temperatures. Besides macro siting differences between vineyards, hillside locations also allow the winemaker to harvest at various aspects and elevations to further enhance diverse fruit flavour expressions, and to adjust to the characteristics of each unique growing season.

At this northern extreme, variations in flavour can occur from small changes in the vineyard made by clone, rootstock, spacing, aspect, elevation, and even the farmer's own work. Differences from vineyard block to neighbouring vineyard block can yield stylistic variety in quality sparkling and still wines.

For quality sparkling, wine grapes in the Willamette Valley mature with complex, ripe fruit flavours without losing high natural acidity. The fruit can be harvested at peak ripeness as one moves up in elevation. When vines are grown at the edge of consistent ripening, complex, delicious fruit flavours are produced. Sparkling wines from Pinot noir and Chardonnay have been made in the Willamette Valley since the early 1980's. Today there are more than 100 producers of traditional method sparkling wines and production continues to grow in both number of producers and volume.

Ripe fruit flavours, high natural acidity, and low alcohol wine grapes harvested in mid-September produce complex, quality, long-aging sparkling wines and still wines. The Willamette Valley by virtue of its high northern latitude, proximity to a cold ocean, rain shadowed sloped vineyards, dynamic photoperiod, and inability to successfully ripen warmer climate grape varieties presents a unique 'new' style of North American wine.

In Summary, although the primary justification for geographical indication rests on Natural Factors that create a unique and exceptional region, secondary attributes of the Willamette Valley that argue its distinction besides these physical characteristics are Human Factors—exceptional focus, collaboration, technical rigor and research, and organizational approaches that have brought world-wide interest and relationships, including whole industry collaboration such as the inaugural International Cool Climate Symposium in 1984 and the well-regarded International Pinot Noir Celebration of 34 years welcoming all Pinot noir makers worldwide. Strong collaborative work and consistently high quality products develop a following and contribute to overall regional Reputation.

Other varieties succeed here for similar reasons as Pinot noir, but Pinot noir is its pinnacle claim to notoriety. Press, academia, peers and consumers all know Willamette Valley wines based on Pinot noir, whether still or sparkling. Recognition comes broadly and internationally: e.g., World Wine Awards Platinum Best of Show wine from Decanter 2 years ago hailing from the Willamette Valley; Robert Parker, Jr. admitting ‘Oregon is finally fulfilling its vast potential’; The New York Times’ Isaac Asimov stating, ‘The Willamette Valley is a place where the Pinot Noir ideals of finesse and grace can be consistently met.’

9. Further conditions

Virtually all wine from the Willamette Valley is varietally designated and must be a minimum of 90 % from that variety, per Oregon State Laws and Regulations (OAR 845 OLCC Regulations).

Wine origins must be accurate, with American Viticultural Areas (AVAs) claimed on labels requiring 95 % minimum in the bottle be from that AVA.

All Willamette Valley wines must be vinified and prepared for bottling in Oregon, a requirement to safeguard quality and grape origins, with the premise that careful treatment of these delicate wines and facilitation of collaborative activity in finishing the wine where the grapes were grown is important. If a wine label shows ‘Willamette Valley AVA’ as its appellation of origin, Federal labelling regulations [Code Federal Regulation, Title 27 CFR 4.25(e)(3)(iv)] require that the wine to be fully finished in Oregon. The U.S Alcohol and Tobacco Tax and Trade Bureau (TTB) has defined ‘fully finished’ wine in rulemaking materials as wine that is ‘ready to be bottled, except that cellar treatment and blending that does not result in an alteration of class and type.’

Link to the product specification

https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/willametteor/2020_02_GUIDELINES_FOR_PROTECTED_GEOGRAPHICAL_INDICATION_Willamette_Valley_091718_add_092519_100819_030520_7d32ebb7-96f1-4049-b608-d3838347b797.pdf
