

WILLAKENZIE ESTATE®

WILLAKENZIE ESTATE FIRST TO RECEIVE NEW SUSTAINABILITY CERTIFICATIONS

First LIVE-certified winery and first winery to receive OCSW certification for its 2008 vintage wines

YAMHILL, Oregon. (February 10, 2009) – WillaKenzie Estate today announced these two milestones in sustainable winemaking and responsible stewardship of the land: It is the first winery to receive the new LIVE (Low Input Viticulture and Enology) winery certification and also the first winery to be awarded Oregon Certified Sustainable Wine (OCSW) status for its 2008 vintage wines.

LIVE has been a pioneer in education and certification in Oregon, using international standards of sustainability to provide independent, third party certification for vineyards and individual wines since 2001. WillaKenzie Estate's vineyards and wines have had long-standing certifications with LIVE and its sister program, Salmon-Safe.

In 2008, LIVE created a similar certification process for entire winery facilities and operations, with stringent standards that mirror the principles of its vineyard certification, but address sustainability inside the winery, including winemaking practices, energy use, responsible water management, recycling, and worker health and safety concerns. Twelve wineries were included in this initial pilot program, with WillaKenzie Estate being the first to achieve LIVE winery-certified status.

In 2009, the Oregon Wine Board awarded its first Oregon Certified Sustainable Wine (OCSW) designation to WillaKenzie Estate. A sustainable winery and vineyard certification through programs such as LIVE is required in order for a winery to receive OCSW recognition. The progressive OCSW program is intended to increase awareness of wineries' adherence to sustainable programs, communicate the importance and guarantee of certification and encourage distribution of sustainable wines so consumers can access them. The OCSW program focuses on three pillars: responsible agriculture, responsible winemaking and third-party certification.

OCSW aims to create a unifying platform that recognizes certifications for LIVE, the National Organic Program, Demeter (Biodynamic), and Food Alliance, among others. Its certification logo will help consumers easily identify and purchase sustainable wines from Oregon. The OCSW logo on a bottle label guarantees that consumers are drinking wine crafted using responsible agriculture and winemaking practices—and that these were certified by an independent third party. WillaKenzie Estate's OCSW-labeled 2008 Pinot Gris and 2008 Pinot Blanc will be available nationwide by early summer 2009. The first OCSW-labeled 2008 Estate Pinot Noirs will be released in early 2010.

"WillaKenzie Estate is proud to be a pioneer in this new era of Oregon's ongoing commitment to sustainable viticulture and winemaking," said Bernard Lacroute, proprietor of WillaKenzie Estate.

Oregon Wine Board will launch a comprehensive consumer and media awareness campaign as OCSW labeled bottles are available nationwide. Visit their new, interactive website featuring OCSW wines and videos showcasing personal stories at www.ocsww.org. To learn more about WillaKenzie Estate's sustainability efforts, visit www.willakenzie.com.

WillaKenzie Estate (LIVE Certification Number OR-LIVE-08-WINERY00001)
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