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STATEWIDE HARVEST CELEBRATION SHOWCASES OREGON'S BEST

Annual Oregon Bounty Promotion Tempts Taste Buds with Culinary Getaways

PORTLAND, Ore. – Aug. 30, 2007 – Oregon's culinary palate is as varied as its terrain. Cattle and lamb graze grasslands in Eastern Oregon, wine grapes burst with color on hillsides and in valleys, fresh seafood comes in daily on the coast, and artisan producers craft edibles everywhere in between. In the fall, this flora and fauna is at its peak. Oregon Bounty was created to highlight these unique and varied destinations, so visitors and locals alike can experience Oregon during its most flavorful times of year.

From Oct. 1 through Nov. 30, the Oregon Bounty celebration provides the opportunity to sample the latest vintages at more than 100 local wineries; take part in harvest festivals; experience artisan products; dine on special offerings at more than 60 restaurants across the state; enjoy one-of-a-kind overnight stays at nearly 100 intimate inns and hotels; and meet the growers, producers, chefs, winemakers and brewmasters who make it all happen.

“Oregon Bounty continues to please palates in its fourth year as our largest statewide tourism promotion,” said Todd Davidson, CEO of Travel Oregon. “We’ve proven that it’s still possible to have authentic, intimate encounters with the artisans who create our cuisine, wine, craft brews and other specialty products – all the great things that put our state on the culinary map.”

Breweries

New for Oregon Bounty in 2007 is the addition of Oregon's craft brewing industry, highlighting nearly 70 of the state's breweries. Several of these craft brewers will be taking beer to the next level during a series of Oregon Bounty Fresh Hop Beer “Tastivals,” produced by the Oregon Brewers Guild. Once a year during the hop harvest in Aug. and Sept., seasonal beers are created using fresh hops instead of traditional dried hops, lending unique flavors and crisp freshness to the brews. Each of the four Tastivals will offer samples of more than 30 beers from across the state crafted using fresh-off-the-vine hops. Oregon Bounty Fresh Hop Beer Tastivals will be held every Saturday during the month of October with scheduled locations including:

- Oct. 6 – Hood River Hops, Hood River, Noon – 9 p.m.
- Oct. 13 – McMenamins Edgefield, Troutdale, Noon – 9 p.m.
- Oct. 20 – Ninkasi Brewing Company, Eugene, Noon – 9 p.m.
- Oct. 27 – Deschutes Brewery, Bend, Noon – 7 p.m.

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Restaurants

Nearly 60 restaurants across the state are offering up the best of Oregon's seasonal cuisine with three-course prix fixe menus created specifically for Oregon Bounty, featuring fresh regional products paired with local beer, wine and spirits. Among the many participants, Pelican Pub and Brewery in Pacific City will pair its own selection of beers with the state's variety of coastal delicacies, while Larks at the Ashland Springs Hotel will serve Oregon wines alongside locally grown produce and meat.

While restaurant pairings typically involve wine or beer, a handful of Oregon eateries are tapping into the state's newest trend: microdistilleries. For example, Gilt Club in Portland is creating a menu of classic Northwest foods like confit of duck leg with Oregon fig jus and a roasted beet and mache salad with hazelnut vinaigrette to be matched with local cocktails including the Hood River apple-infused vodka "Hood Fizz," and Portland's own "Russian," a Medoyoff vodka drink muddled with ginger, ginger beer and lime.

For a more intimate experience, chefs and winemakers will be teaming up for the exclusive Oregon Bounty Winemaker Dinner Series, held around the state. The dinners will be produced by Classic Wines Auction as a benefit for charities serving children and families.

Wineries

As a celebration of harvest, Oregon's wine producers will open their doors for special events and tastings. During the festivities, wineries large and small will offer new releases and older vintages, barrel tastings, specialty foods and sales of limited quantity wines. Some will have live music, and many vintners will personally greet their guests and provide behind-the-scenes insight. Visitors to Southern Oregon's burgeoning wine region, spanning the Rogue Valley, Applegate Valley and Umpqua Valley, will get the special treat of visiting wineries not open at any other time of year.

Statewide Lodging Offerings

Lodging properties, from quaint inns to full service hotels in each of Oregon's seven distinct regions, will offer travel packages and special deals happening only during Oregon Bounty. Lodging offers include overnight accommodations, plus dinners, private wine and cheese tastings, Oregon Bounty breakfasts, farm tours and more. Or, travelers can simply book a room and build their own Oregon Bounty itinerary at www.TravelOregon.com/bounty.

Festivals and Events

Hundreds of harvest festivals and fall events await the culinary adventurer, offering everything from grape stomping and cider squeezing to wine tasting and jazz concerts. For a complete list of activities, restaurants, brewery and winery events, lodging packages and more, including how to enter to win an Oregon Bounty getaway for two, go to www.TravelOregon.com/bounty or call (800) 547-7842.

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About Oregon Bounty and Travel Oregon

Oregon Bounty is produced by the Oregon Tourism Commission, dba Travel Oregon—with support from the Oregon Wine Board, Oregon Brewers Guild, Oregon’s regional destination marketing organizations, Oregon Bed and Breakfast Guild, and Brand Oregon, among others—with the goal of encouraging economic growth and enhancing the quality of life in Oregon through a strengthened economic impact of tourism statewide. Travel Oregon collaborates extensively with local communities, industry associations, government agencies and private businesses, and is proud to grow the Oregon Bounty promotion as a key campaign in the state’s growing \$7.9 billion tourism industry, helping Oregon to be recognized as a not-to-be-missed culinary travel destination. Visit www.TravelOregon.com for more information.

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