

**FOR IMMEDIATE RELEASE**



## **The Portland Indie Wine Festival Celebrates Fifth Anniversary**

*The Most Intimate, Authentic Wine Experience of the Year, Now One Big Day*

**WHAT:** The Portland Indie Wine Festival (PIWF) is Portland's premier wine weekend showcasing Oregon's top artisanal winemakers. At this award-winning event, Portland's best chefs serve up local fare while guests taste the first release of the year from 40 impossible-to-find Oregon producers.

The PIWF ensures quality. The wineries pouring during the Grand Tasting were selected by an expert tasting panel comprised of nationally acclaimed members of the media, wine buyers and seasoned winemakers, who taste through 150+ entries to determine who pours in May's Grand Tasting.

**WHEN:** Saturday, May 2nd, 2009  
1p.m. – 6p.m. for VIP Admission  
2p.m. – 6p.m. for General Admission

**WHERE:** Portland Wine Project

2621 NW 30th Ave.  
Portland, OR 97210

**HOW:** Tickets go on sale **Feb. 1st** and are available at [www.indiewinefestival.com](http://www.indiewinefestival.com).  
VIP tickets: \$125  
General tickets: \$75

**WHY:** There are lots of great opportunities to enjoy Oregon wines, the Portland Indie Wine Festival is the only chance to discover Oregon's undiscovered.

~ **What's New In 2009** ~

**NEW VENUE:** The Portland Indie Wine Festival is now at the **Portland Wine Project**, a new 10,000 square foot urban winery and tasting room in Northwest Portland's Industrial District.

**ONE DAY ONLY:** The PIWF Grand Tasting takes place on Saturday, May 2nd as opposed to Saturday and Sunday. That means 2x's the wine, 2x's the food and 2x's the experience, but not 2x's the price

**VIP TICKETS:** VIP tickets are available for those who prefer to browse without the crowds.  
**VIP** – price: \$125 – hours: 1p.m. – 6p.m.  
**General** – price: \$75 – hours: 2p.m. – 6p.m.

**NON-PROFIT:** 2009 marks the launch of the **Indie Wine Foundation**, a 501(c)3 non-profit dedicated to preserving and sustaining the art of craft winemaking. The PIWF is the signature event of the Indie Wine Foundation.

**PRODUCERS DINNER:** Friday, May 1st, the Indie Wine Foundation is producing its first ever fundraising dinner hosted by award-winning sommelier Erica Landon at the nationally acclaimed Pearl District restaurant, Ten 01. The **Producers Dinner** will feature exclusive flights of Indie library wines, most of which are no longer available to the public. Guests will be seated among Indie rising star winemakers. Tickets are \$150.

Tickets are limited and will be available at [www.indiewinefestival.com](http://www.indiewinefestival.com) starting Feb. 1st.

**INDIE WAREHOUSE SALE:** The PIWF has introduced a new recession-focused event to take place in conjunction with Saturday's Grand Tasting – **The Indie WINEhouse Sale** – where ALL Indie alumni are invited to sell wine by the case, providing an added sales opportunity for wineries and a wine stimulus for consumers. Discounts will vary but it is estimated that consumers will save up to 20 percent for these purchases. A ticket to the festival is required for shopping.

~ **Story Ideas** ~

**LOCAL ANGLES:** Building brand Oregon - five years in support of small artisanal, family-owned wines. See who's in again, and who's new?

A "Sundance" to promote self-distributed wines.

**NATIONAL ANGLES:** Oregon has long supported local, small businesses. The Portland Indie Wine Festival is an example of that success, which is all the more relevant in the current economic climate.

As Oregon celebrates its 150th birthday, Indie turns five.

~ **Follow Indie Online** ~

**WEBSITE:** [www.indiewinefestival.com](http://www.indiewinefestival.com)  
**FLICKR:** [www.flickr.com/photos/indiewinefestival](http://www.flickr.com/photos/indiewinefestival)  
**BLOG:** <http://indiewinefestival.wordpress.com>

**\*\*Video and photos available upon request\*\***

*The Portland Indie Wine Festival was the 2007 recipient of Travel Portland's President's Award. The 2009 Indie Wine Festival is presented by Pihl Excavating. Co-produced by LAD communications and Flint Design co. Additional sponsors Boedecker Cellars, Davis Wright Tremaine, LLP, Grochau Cellars, Hotel Vintage Plaza, Imbibe Magazine, Irvine & Company LLC, Pazzo Ristorante, Portland Wine Project, Portland Wine Storage, Ten 01 and Travel Portland.*

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