



THE BITE OF OREGON

LIFE TASTES BETTER HERE



March 18, 2011

Greetings from Oregon's premier culinary event, The Bite of Oregon benefiting Special Olympics Oregon! Special Olympics Oregon appreciates your support.

The mission of Special Olympics Oregon is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community. For more detailed information on Special Olympics Oregon programs go to www.soor.org.

The Wine Pavilion has been one of the most successful attractions at the Bite of Oregon. In 2010 there were over 45,000 people who attended the Bite. For 3 days in August on Portland's waterfront is where to find the very best of our State's wonderful wine varietals in an atmosphere that is attractive to friends and customers alike.

In a post-2010 Bite of Oregon survey:

- ***62% of attendees surveyed cited wine as the number two reason for attending the Bite of Oregon***

Five years ago, this number was at 17 – 19%. The number one reason that people attended was for the food, and we all know what magic can be created when you pair wine with food. We want you to be part of that magic this year.

The fee for participating in the Wine Pavilion is \$999 for a 10 x 10 booth space, plus a 15% commission from your gross sales. This commission is a direct donation to Special Olympics Oregon and will be collected at the end of each day. The Bite of Oregon is the largest annual fund raising event for Special Olympics Oregon.

Participating wineries are also asked to donate to Special Olympics six bottles of their high-end varietals, 3 red and 3 white, which are used for two other Special Event fundraisers Special Olympic conducts in the fall. The Pacific Northwest Wine Club will be collecting the donation at their location any time before Friday, July 15th. This donation is tax deductible and additional details are included on the application.

All participating wineries are encouraged to enter their wines in the Bite of Oregon competition. Winners will be selected prior to the event by a panel created by the Pacific Northwest Wine Club. Since 1992, PNWC has been the northwest's premier wine club, the expert on wines of our region. PNWC panelists will consist of club members, selected Chefs and wine industry professionals.

The competition categories are:

- Pinot Noir
- Pinot Gris
- Chardonnay
- Red Blend
- Other Red Varietal
- Other White Varietal
- Sweet Wine
- Best of Show

To enter the competition, vintners will need to submit two bottles of each vintage to be judged, to the Pacific Northwest Wine Club no later than July 15th. Winners will be announced prior to the start of the Bite, allowing them to take advantage of the opportunity to promote their award designation.

Additionally, Bite event attendees will be able to vote for a People's Choice Award for Best Winery. They will be asked to select based on quality of wines, experience at the booth and overall impressions. Votes will be tallied at the end of the Bite and the winning winery notified.

At the event Special Olympics sells commemorative wine glasses and requires that participating wineries NOT sell any of their glassware at the Bite. As well with a large focus on 'Working Towards Zero Waste,' all food and beverage vendors are required to use compostable service ware, details to follow.

With exception to a small wine bar located at the opposite end of the park and managed by Special Olympics, the Wine Pavilion is the main location where wine is served at the Bite of Oregon. This year we are only allowing approximately 30 wineries and each year, we have had a waiting list. If you are interested, please complete the enclosed Winery Application form and submit with your payment by Friday, April 8th, 2011. We will announce the selected wineries no later than Friday, April 15, 2011.

Thank you for your continued support of Special Olympics, the Bite of Oregon and the Pacific Northwest Wine Club. If you have any questions or need additional information you can contact the Pacific Northwest Wine Club or the Bite of Oregon, contact information included below. To view the complete 2010 Event Report, go to www.biteoforegon.com/resources.html and click on the link "Last year's Bite of Oregon" located at the bottom of the page.

We look forward to hearing from you and collaborating together on a great event!

Regards,

Kevin Craig
Pacific Northwest Wine Club
16285 SW 85th Ave # 104
Tigard, OR 97224
(503) 620-6691 (office)
(503) 706-2905 (cell)

Dominique Roberts
The Bite of Oregon
5901 SW Macadam Ave, Suite 200
Portland, OR 97239
503-248-0600 ext 36 (office)
971-563-0350 (cell)