



# OREGON PROMISE®

Our Oregon Promise to you...  
**100% Truth in Wine Labeling!**

*Raising the standard since 2021.*

Oregon Promise guarantees full transparency.  
 We want you to experience the unique and special wine that is 100% Oregon.

When you pour a glass of wine that has the Oregon Promise trademark, admire the exquisite color, enjoy the fragrant aromas, take that first sip, you can be assured that what you are experiencing is 100% of the stated grape varietal(s) from 100% of the stated source(s).

## Current Wine Label Standards

### Federal

Varietal: 75%

AVA: 85%  
 (American Viticultural Area)



### Oregon

Varietal: 90%

AVA: 95%  
 (American Viticultural Area)



### Oregon Promise

Varietal: 100%

AVA: 100%  
 (American Viticultural Area)



Founding Winery:  
**KEN WRIGHT CELLARS**  
*Source is Everything®*