

SHANKEN NEWS *Daily*

Ste. Michelle Acquires Oregon's Willakia To Bolster Surging Erath

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Ste. Michelle Wine Estates has acquired Willakia Vineyard in Oregon's Eola-Amity Hills in an effort to bolster its fast-rising Erath brand. The 298-acre parcel features the Willakia Vineyard, which comprises 119 acres, with 98 acres planted to Pinot Noir and 21 acres planted to Chardonnay. There is the potential to plant an additional 30 vineyard acres, and the balance eventually could accommodate a winery.

Willakia will serve as a source for Erath, the Dundee Hills, Oregon winery that produces Pinot Noir, Pinot Gris and Pinot Blanc, according to Ste. Michelle president and CEO Ted Baseler.

"The acquisition demonstrates our commitment to upholding Erath's legacy as the leading Pinot Noir producer in Oregon," he said in a statement. The Erath brand, selling from around \$15 and up, advanced by 8% to 163,000 cases in 2013, according to Impact Databank.