



FOR IMMEDIATE RELEASE
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WHAT'S NEW BESIDES OAK KNOLL'S WEBSITE MAKE-OVER?

www.oakknollwinery.com

Willamette Valley, Oregon: **GREAT RECENT CHANGES** have happened at Oak Knoll. The most significant transformation is that Ron and Marj, winery patriarchs for over 34 years, have taken a step backward in their day-to-day operations and have passed on their winery to the next generation.

The winery is now partially owned and operated by sons John and Tom Vuylsteke, their cousin Jeff Herinckx, and Ron's stepson Greg Lint. "We haven't been left entirely to our own devices," states President Greg Lint. "Ron and Marj still attend our weekly meetings, and they continue to sit on our board of directors." Lint continues, "As we've looked at the opportunity given to us, our new management team is working diligently to climb to higher peaks than ever before. We've set long term goals that will benefit not only the winery, but also our valued customers."

PHYSICAL CHANGES

- The tasting room has received a sweeping makeover
- Landscape renovations have enhanced the appearance of the grounds
- New décor has also been added to the grounds, to visually enrich all upcoming events

EVENT OPPORTUNITIES EXPANDED

In early March Oak Knoll hired Kelly Hoepfner as their new events coordinator. Kelly will organize all affairs at the winery, including weddings, family reunions, anniversary parties, corporate events, wine and music festivals, and winemaker dinners.

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NATIONAL SALES FOCUS BEING IMPLEMENTED IN 2005

- An aggressive national sales plan has been launched
- Travel to markets will happen to promote good will
- A national campaign for the expansion of their popular “Niagara” will happen

OAK KNOLL IS GETTING OUT THERE AGAIN

Oak Knoll hasn't attended many of the state wine events for a while, but they're back. All four siblings are committed to working the booth at most of Oregon's upcoming wine events and festivals, and will sometimes travel beyond their immediate neighborhood.

In 1983, **Andre Tchelistcheff** learned that Oak Knoll Winery won Best of Show and the Governor's Trophy at the Oregon State Fair Wine Competition, for its 1980 Vintage Select Pinot Noir. **Tchelistcheff**, a wine judge for that fair, phoned Ron Vuylsteke. Tchelistcheff said to Ron, ***“I have spent the past 50 years of my life searching for the world's finest Pinot Noirs, and yours is among the greatest I have tasted.”***

Oak Knoll's new generation is committed to continuing that standard of excellence. With their four member team, they're committed to using each member's core competency. This new generation not only realizes the importance of making world class wine, but they also understand that they've got to give it all they've got in order to solidly establish their place in Oregon's wine industry history, and to be recognized as one of Oregon's prominent, viticultural pioneering families.

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