

**SB 591 -2 STAFF MEASURE SUMMARY**

**Senate Committee On Judiciary**

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**Prepared By:** Channa Newell, Counsel

**Meeting Dates:** 2/20, 4/8

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**WHAT THE MEASURE DOES:**

Specifies that violation of wine compliance statutes, deceptive labeling statutes, minimum standards for wine established by rule, or any brand or label requirements for wine established by rule is an unlawful trade practice.

**ISSUES DISCUSSED:**

**EFFECT OF AMENDMENT:**

-2 Prohibits selling of wine that is deceptively labeled or branded as to content or geographic origin. Specifies that violation of wine compliance statutes, deceptive labeling statutes, minimum standards for wine established by rule, or any brand or label requirements for wine established by rule is an unlawful trade practice.

**BACKGROUND:**

Oregon is home to several wine grape growing regions. Oregon State University estimated that in 2015, the Oregon wine industry had a \$3.35 billion dollar impact on Oregon's economy. Wine labeling is controlled by both federal and state laws. The Alcohol and Tobacco Tax and Trade Bureau (TTB) regulates American Viticultural Areas, or AVAs. In order to specify a particular AVA on a wine label, at least 85% of the grapes in the wine must be grown in that AVA. An AVA may cross a state boundary. Under Oregon law, ORS 471.445 requires the label on a bottle of wine to precisely and clearly indicate the contents of the bottle and not mislead on age, composition, quantity, or quality.

Senate Bill 591 makes it an unlawful trade practice to violate wine compliance statutes, deceptive labeling statutes, minimum standards for wine established by rule, or any brand or label requirements for wine established by rule.