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FOR IMMEDIATE RELEASE

Cho Wines, Oregon's first Korean American Winery, Opens Estate Winery and Tasting Room

Hillsboro, Ore. (January 6, 2024)

[Cho Wines](#), an emerging Oregon rising star in the realm of sparkling wine and Pinot Noir, is thrilled to announce the eagerly awaited grand opening of their new estate winery and tasting room, slated for March 2024. Nestled atop Bald Peak along Albertson Rd, within the enchanting Chehalem Mountains, this picturesque locale boasts its proximity to esteemed neighboring Willamette Valley wineries such as Beaux Frères, Colene Clemens, Eminent Domaine, Patricia Green Cellars, and Six Peaks Winery.

"We've dreamt of this moment for a decade and it's finally here", said Lois Cho, CEO & Cofounder of CHO Wines with her husband and winemaker Dave Cho. "We compare our wine to music - from classical to jazz and pop, we have something for a range of tastes," says Dave who piqued his interest in winemaking while performing music at wineries.

Founded in 2020, CHO Wines grew a decade long dream into one of the region's rising star wineries, earning the title "Future 40 Tastemaker" by **Wine Enthusiast Magazine**, "Drinks Innovator of 2023" by **SevenFifty Daily**, and **Wine Business Monthly's** Hot Brand of 2024. As a member of the Willamette Valley Wineries Association Board of Directors, Lois notes "It feels particularly special to be opening our doors as we celebrate the Willamette Valley American Viticultural Area's 40th anniversary."

The Chos' journey is a culmination of a decade of hard work and an inspiration to follow your passions. The tasting room will open its doors five days a week to the public on March 22, 2024. For more information about the opening of the tasting room, or to schedule a tasting, please visit www.getchowines.com.

About CHO Wines

*Crafting authentic wines with distinct character from higher elevation sites in the Willamette Valley, Oregon, CHO Wines values connectedness to earth and each other. In 2021, the Chos acquired a 77 acre parcel in Hillsboro. The Chos planted 8.5 acres to Pinot Noir, Pinot Gris and Chardonnay and are developing a sustainable vineyard while preserving the 300 year old Oregon white oak trees concentrated on their property. CHO Wines is BIPOC owned, female led, and focused on sustainability. CHO Wines has taken the wine industry by storm, having received 90+ scores by **Wine Enthusiast** and **James Suckling** in their first release. Their sparkling wine was voted Top 100 Enthusiast Wine in 2022, blind tasted among 21,000+ wines from around the world. Their winemaking story was featured on **NBC Today Show** and **NBC Nightly News**. For more information, please visit www.getchowines.com and follow @getchowines on Instagram.*