

Willamette Valley Vineyards Expands Ownership Access with New Preferred Stock Offering

One of the nation's only community-owned, publicly traded wineries is offering wine enthusiasts a chance to purchase preferred stock, for a limited time

Salem Hills, Ore., July 10, 2025 – [Willamette Valley Vineyards](#) (NASDAQ: WVVI, WVVIP), one of Oregon's leading wineries in innovation and sustainability, is offering wine enthusiasts across the nation a chance to purchase preferred stock shares.

Having pioneered the community-funded business model in 1989 and as one of the nation's only community-owned, publicly traded wineries, Willamette Valley Vineyards blends traditional wine values with a modern investor model. This new [Preferred Stock Offering](#), offered through the company, has a lower entry threshold than past offerings, making it possible for more wine lovers to join the winery's ownership family and enjoy the extensive benefits that come with it.

Shareholders in Willamette Valley Vineyards are valued and treated as true owners, integral to the winery and vital contributors to the thriving Oregon wine industry. Through this model, shareholders receive exclusive benefits:

- An annual dividend – either in cash or as a wine credit with a 15% bonus (known as an "Owner Benefit Credit"), good for the purchase of wine, food and experiences.
- A 25% discount on current wine releases; 10% discount on library wines.
- Access to exclusive opportunities and wine releases.

With the winery benefits, shareholders establish a lifelong connection to the brand's success and mission.

"We believe the time is right to welcome more people into the ownership experience. We're seeing generational shifts in how people engage with wine, and we want to meet that shift by making ownership more accessible, experiential and easier for wine lovers and first-time investors to take part," said Mike Osborn, CEO of Willamette Valley Vineyards. "It's a loyalty-driven, values-aligned way to support a winery you care about and get something meaningful in return. Willamette Valley Vineyards has always been built from community and we are looking to continue to grow that community beyond our walls, taking in the next wave of wine enthusiasts."

Investors may purchase shares at an introductory price of \$3.35 per share, offering an annual 6.5% dividend or wine credit with 15% more value if your application and subscription agreement are received or postmarked by July 31, 2025, and accepted. The minimum purchase is 150 shares (\$502.50) and the maximum is 5,000 shares (\$16,750).

The share price will increase to \$3.45 on August 1, 2025, and rise again to \$3.95 on November 1, 2025, unless the offering is sold out first. Priority to become owners is given to

wine enthusiasts who will support their investment as Wine Club Members or use their dividends as wine credits.

The Preferred Stock Offering supports the company and its growing portfolio of vineyards, tasting rooms, restaurants and production facilities. Overall, investor support will help Willamette Valley Vineyards continue to be a place of vibrant hospitality, community, quality and innovation.

Wine is one of the few investments you can taste. At Willamette Valley Vineyards, investing means becoming part of a legacy brand with a community-first ethos and a track record of responsible growth.

Shares are sold by Willamette Valley Vineyards to consumers, creating a direct link between owner and winery. To learn more or to invest in Willamette Valley Vineyards' Preferred Stock Offering, please visit: wvv.com/Ownership.

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About Willamette Valley Vineyards

Founded in 1983 by President Jim Bernau with the dream of creating world-class Pinot Noir while serving as stewards of the land, Willamette Valley Vineyards has grown from a bold idea into one of the region's leading wineries, earning the title "One of America's Great Pinot Noir Producers" from *Wine Enthusiast* magazine. Additionally, all the vineyards have been certified sustainable through LIVE (Low Input Viticulture and Enology) and Salmon-Safe programs. With 1,000 acres under vine, Willamette farms its Estate winery in the Salem Hills, sparkling winery Domaine Willamette in the Dundee Hills, pioneering Tualatin Estate Vineyard near Forest Grove and Elton Vineyard in the Eola-Amity Hills. The winery has expanded recently to include nine tasting rooms in Oregon, Washington and California – growth made possible by the stock ownership of many wine enthusiasts. Shares in the company are traded on NASDAQ under the ticker symbols WVVI and WVVIP; WVVI is listed on the Russell Microcap Index.