

FOR IMMEDIATE RELEASE

Illinois Valley Wine Trail Completes the Rogue Valley AVA's Network of Wine Destinations

New tourism initiative connects visitors with four Illinois Valley wineries and adds a dedicated Illinois Valley experience to the Rogue Valley wine region.

CAVE JUNCTION, Ore. – Southern Oregon wine lovers have a new destination to explore.

With the launch of the **Illinois Valley Wine Trail**, visitors can now experience four distinct wine destinations within the Rogue Valley AVA: the Illinois Valley Wine Trail, Applegate Valley Wine Trail, Jacksonville Wine District, and Bear Creek Wine Trail.

While the Illinois Valley has long been home to exceptional wineries and scenic beauty, this marks the first time the region has been connected through a dedicated wine trail designed to encourage exploration, support local wineries, and strengthen tourism throughout the valley.

"The wineries have always been here," said Mercy Bordeaux, founder of the Illinois Valley Wine Trail. "What was missing was a way for visitors to discover them together. The Illinois Valley Wine Trail creates that connection and invites people to experience one of Southern Oregon's most beautiful wine destinations."

The trail launches with four participating wineries:

Deer Creek Vineyards
Foris Vineyards
Bridgeview Vineyards & Winery
Augustino Estate & Winery

Visitors can purchase the **2026 Founder's Edition Illinois Valley Wine Trail Passport**, which includes exclusive winery perks, a collectible passport, seasonal events, and opportunities to discover the unique character of each participating winery.

Seasonal events include:

Spring

Spring Awakening Wine Tour in April
Wine & Cheese Charcuterie Trail in May

Summer

Blackberry Nights in August

Autumn

Sip & Wag Weekends in September

Music on the Trail in September

Harvest Celebrations in October

Winter

Savor the Season Wine Tour in November

The Illinois Valley Wine Trail was created not only to showcase local wineries, but also to encourage visitors to explore the communities, scenic drives, outdoor recreation, restaurants, and small businesses that make the Illinois Valley unique.

The **2026 Founder's Edition Passport** is valid for one year from the date of purchase and is available now at:

www.IllinoisValleyWineTrail.com

About the Illinois Valley Wine Trail

The Illinois Valley Wine Trail is a tourism initiative dedicated to promoting the wineries, communities, and scenic beauty of Southern Oregon's Illinois Valley through self-guided wine experiences, seasonal events, and partnerships with local businesses.

Contact:

Mercy Bordeaux

Trail Founder & Organizer

626.678.0709 | illinoisvalleywinetrail@gmail.com

www.illinoisvalleywinetrail.com

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