



Patton Valley Vineyard Achieves B Corporation Certification

Becoming the fourth B Corp certified winery in Oregon

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” - Margaret Mead

Gaston, OR (June 8, 2017) – Cherry Hill LLC dba Patton Valley Vineyard, a small producer of fine, hand-crafted wines in Oregon’s Willamette Valley, announced today that it was certified as a B Corporation. Patton Valley joins A to Z Wineworks, Sokol Blosser Winery and Winderlea Vineyard & Winery as just the fourth winery to achieve this status in Oregon. This prestigious designation is awarded to companies which use the power of business to solve social and environmental problems and meet higher standards of social and environmental performance, transparency and accountability.



“We chose to become a B Corporation to make a statement to the world that Patton Valley was serious about trying to make a difference for our employees, customers, vendors, shareholders and broader community”, says Monte Pitt, Founding Co-Owner. “For a small business even miniscule changes to infrastructure and protocol can be laborious and expensive, but becoming a B Corporation for Patton Valley was a way of walking the walk, in addition to talking the talk.”

With only 5 full time employees and an average production of just 5000 cases it takes a great deal of dedication to reach this high mark of stewardship. In order to become a Certified B Corporation, B Lab, the nonprofit that certifies and supports B Corporations, conducts a rigorous evaluation. Patton Valley Vineyard met the comprehensive performance standards to qualify for certification. Now, unlike traditional corporations, Patton Valley joins the rich community of Certified B Corporations and will be legally required to consider the impact of their decisions on their employees, suppliers, community, consumers, and environment.

For Patton Valley, this is just the beginning. “We want for the business community to further embrace the notion that contributing to the social good in an institutionalized way is not just good for the world, it’s good for business “ says Pitt. “Sure it makes us feel good, but it delivers superior returns to business owners by empowering businesses to be their very best, in all ways. It looks for change in what people view as ‘normal’ businesses. Incorporating social benefits into business plans and operations isn’t just something a small number of “fringe” businesses can do, but that the majority of businesses should. My hope is that it eventually becomes ho-hum to be a B Corporation - it isn’t a big deal, because it’s what everyone does.”

Becoming a B Corporation was a logical progression for Patton Valley. The business has long strived to be responsible participants in the community, having previously been certified as a sustainable vineyard by the LIVE organization in 2004, and sustainable winery in 2010. “We are thrilled and humbled to join with these other stellar wineries in Oregon as we all work as B Corporations to serve the greater good while also serving our shareholders” says Pitt.

“One of my proudest moments for Patton Valley was being granted the status of B Corporation last week” said Co-Owner, Winemaker & Vineyard Manager Derek Einberger. “I came to Patton Valley in 2009 to work for a small group of people who emphatically care about the land and the people around them” says Einberger. “Now having become an owner in 2014, it’s even more clear to me that above all else we as a business, have our collective heart in the right place. B Corporation status gives us recognition for the commitment we made a long time ago.”

About Patton Valley Vineyard

In 1995, having dreamt for over 10 years of planting Pinot Noir in Oregon, and having seen some 50 different parcels of land, college friends Monte Pitt and Dave Chen purchased a 72-acre abandoned hillside orchard, overlooking the Patton Valley, in the small and unlikely town of Gaston. The crest of the hill would provide the site for the original 24 acres of the Patton Valley Estate Vineyard.

Today, the vineyard is 30 acres of clonally-diverse Pinot noir and our mission remains unchanged; to responsibly and sustainably grow the Willamette Valley's finest grapes and make beautiful wines that reflect the character of the land and of the people who produce them. Our commitment to preserving the vitality of our land is unwavering. For more information email or visit us at www.pattonvalley.com.

About B Corporations

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 2,000 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal – to redefine success in business.

About B Lab

B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the Best for the World® and as a result society will enjoy a more shared and durable prosperity. B Lab drives this systemic change by: 1.) Building a global community of Certified B Corporations who meet the highest standards of verified, overall social and environmental performance, public transparency, and legal accountability; 2.) Promoting Mission Alignment using innovative corporate structures like the benefit corporation to align the interests of business with those of society and to help high impact businesses be built to last; 3.) Helping tens of thousands of businesses, investors, and institutions Measure What Matters, by using the B Impact Assessment and B Analytics to manage their impact -- and the impact of the businesses with whom they work -- with as much rigor as their profits; 4.) Inspiring millions to join the movement through compelling story-telling by B the Change Media.

For more information, visit www.bcorporation.net, www.bimpactassessment.net, www.b-analytics.net and www.benefitcorp.net.



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