
Alaska Airlines continues program with Oregon wines

By **Rick Lundstrom** on April, 30 2014 | Airline & Terminal News



Beginning May 1, visitors traveling from Oregon on an Alaska Airlines flight can check a case of the state's domestic wine for free.

Oregon is the first state to partner with the airline on a statewide "wines fly free" program. More than 250 Oregon wineries joined the program in 2013.

Oregon Wines Fly Free has been extended to a year-round program after beginning as a two-month test last fall. The pilot program was so popular that Alaska Airlines has renewed the program for a year. May is Oregon Wine Month, and the airline works with the [Oregon Wine Board](#) and [Travel Oregon](#) on the promotion.

Alaska Airlines Mileage Plan members may check one case of wine free on their return flight out of four Oregon airports. In addition, passengers showing their Alaska boarding passes within a week of their arrival in Oregon can attend complimentary tastings at any of more than 300 participating Oregon wineries.

Alaska Airlines operates nonstop service to Oregon's most popular wine regions, including the Willamette Valley via Portland and Eugene, the Rogue Valley via Medford, Central Oregon wineries via Redmond, and Eastern Oregon wineries via Walla Walla, Washington.

"Partnering with the Oregon Wine Board and Alaska Airlines on the Wines Fly Free program is a fantastic way to encourage people to choose Oregon as their next vacation destination," said Todd Davidson, CEO, Travel Oregon. "Wine lovers get a taste of Oregon's scenic beauty and terroir in every bottle of award-winning Oregon wines. Once people get a taste of Oregon, and can share more than just memories with their friends and family, we know they are likely to return."

"Our goal is to help our customers explore more - whether through travel or even through their wine palates," said Joe Sprague, Alaska Airlines' Vice President of Marketing. "We're thrilled to offer our customers nonstop service to the West Coast's greatest wine regions, while enabling them to bring a little piece of vacation back home."

The promotion applies to departures from four Oregon airports - Medford, Redmond/Bend, Eugene/Springfield, Portland, as well as Walla Walla in Washington.