

# Forbes

## The US Wine Industry Transitions To 2022 After A ‘Good Year’



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*I cover wine at work, with attention to makers and growers.*

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### People Love Intentional Hospitality Experiences

It’s always been true that guests visited wineries and wine country to take in the lifestyle. Estate owners and designers know that, as the evolution of the tasting room will show. What was once a several-person bar where sips were poured, now rivals the most appealing vacation home, with five-star views, comforts, and service.

Abbott Claim, in Oregon’s Willamette Valley, has invested in an exemplary experience for its guests—betting on personal and elevated service. Andrew Dirks, director of hospitality for the winery, says that he and his team strive to create “moments of memory” for each guest. “People have a higher bar for the level of hospitality they’ll expect when they visit wine country, and I believe they should,” says Dirks. “In almost every case, they’re being asked to do more.” He cites advance reservations, restrictions on party size, mask wearing, and other safety protocols as steps guests are often required to take before setting foot in a winery.

Dirks says that establishments can acknowledge these efforts and accommodate guests with an increased level of attention. “Serving guests in 2022 with standards from 2019 would be a huge failing from any hospitality department,” he says. This doesn’t necessarily require a big investment in fancy food pairings or décor, instead Dirks acknowledges that what visitors want is an authentic experience with a genuine attempt at connection. “Evoking emotion is what a truly elevated experience does,” he says.