

THE NEXT BIG THING

Cal Poly's Center for Wine
and Viticulture



CAL POLY

College of Agriculture, Food
& Environmental Sciences



Professor Federico Casassa works with a student in Cal Poly's pilot winery.

VISION

The next big step in hands-on learning for students in Cal Poly's College of Agriculture, Food and Environmental Sciences is the creation of the leading edge Center for Wine and Viticulture.

The Center for Wine and Viticulture will feature a bonded, 5,000 case production, teaching and research winery, as well as classroom and laboratory space providing students with a learning environment similar to what they will experience in the wine industry. The Viticulture, Enology and Sensory Labs will enable hands-on testing and research, and the Grange Hall will provide space for academia, industry and the community to come together to learn, connect and celebrate.



Viticulture



Enology



Wine Business

Cal Poly's Wine and Viticulture program, the largest of its kind in the U.S., provides a comprehensive education that focuses on the three major elements of the wine industry: viticulture, enology and wine business. The program currently has a 14-acre teaching and production vineyard and small pilot winery where students gain hands-on experience in all aspects of the industry, from vineyard cultivation and management to winemaking, marketing and distribution. Cal Poly highly encourages internships and students typically have several experiences in wineries across California and beyond.

It's time for the next big thing in Learn by Doing. It's time for the Cal Poly Center for Wine and Viticulture.



THE PLAN

The Center for Wine and Viticulture will allow students to gain a comprehensive understanding of not just vineyards and grape cultivation, but also of the winemaking process and the business of wine marketing and distribution. This three-pronged curriculum is unique in academia and provides students with keen insights into the realities of the entire wine industry.



Students learn in Cal Poly's living classroom.

THE TIME IS RIPE

According to a recent study published by the Wine Institute, California is America's top wine producer, making 90 percent of all U.S. wine. California is the world's fourth leading wine producer after Italy, France and Spain.

The wine industry's economic impacts are staggering. The Wine Institute report included these statistics from August 2016:

\$57.6 BILLION	in California economic impact
\$114.1 BILLION	in national economic impact
325,000 JOBS	in California
786,000 JOBS	nationwide
\$17.2 BILLION	in state wages
\$34.9 BILLION	in U.S. wages
\$15.2 BILLION	paid in state and federal taxes
23.6 MILLION	tourists visit California wine regions
\$7.2 BILLION	spent by tourists in state

There is a clear and urgent need for new talent in the wine industry, and this need will continue to increase in the coming years.

Cal Poly – with your assistance – can help fill that void. For generations to come, we can prepare sought-after enologists, winemakers, marketers and distributors. And we can do so in typical hands-on Cal Poly fashion.

Our vision for a 27,300-square-foot Center for Wine and Viticulture includes both a Winery and a Grange Hall. The buildings will include crush, fermentation, barrel, sensory, bottling, enology and viticulture rooms, as well as teaching and research labs, a bonded winery, offices and meeting spaces.

The College of Agriculture, Food and Environmental Sciences has always led the industry in sustainability and green practices, and the Center for Wine and Viticulture will be no exception. We will continue that legacy with a razor-sharp focus on sustainability and water conservation.

In further keeping with Cal Poly's cross-disciplinary and multidisciplinary pursuits, the college will leverage synergies with programs in bioresource and agricultural engineering, food science and nutrition, agricultural business, environmental soil science, and experience industry management.



A PLACE FOR GROWTH

Cal Poly's location gives our students access to some of the best growing conditions and internship opportunities in the industry. Thousands of award-winning wineries throughout the state provide abundant internship and research opportunities for students. And, an international faculty team with deep connections throughout the world enable broad exposure to global expertise and practices.

With Learn by Doing experiences in our courses, real-world internship experiences at wineries throughout California and beyond, and a bachelor's degree in wine and viticulture, Cal Poly graduates are ready to enter – and lead – the multidimensional wine industry anywhere in the world. In fact, you'll find Cal Poly graduates at top wine and beverage companies throughout the globe.

The new Center for Wine and Viticulture will further cement Cal Poly's steadfast reputation for creating whole-system thinkers and problem solvers.



The new facilities will allow us to more effectively integrate the latest viticulture technologies in the classroom and into student-led research projects. The opportunities created through the new facility will also enable them to be influential leaders in the worldwide viticulture and enology industry.

– Jean Dodson Peterson, Ph.D. | Viticulture Professor



Cal Poly's Learn by Doing approach, unparalleled industry support, and top-caliber students are an unmatched combination. The new Winery and Grange Hall will provide numerous opportunities to involve faculty and students in applied research projects that bring new perspectives to the wine industry.

– Federico Casassa, Ph.D. | Enology Professor

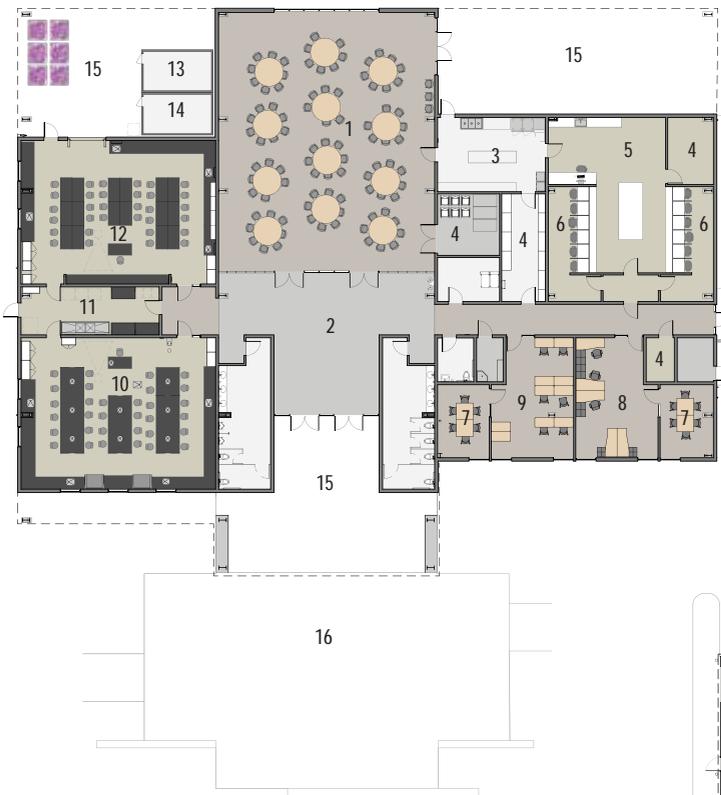


The distinctive opportunity to establish the wine and viticulture program as the preeminent one in the world compelled me to join Cal Poly from Burgundy, France. The development of the Center for Wine and Viticulture will make this vision a reality.

– Benoit Lecat, Ph.D. | Wine and Viticulture Department Head

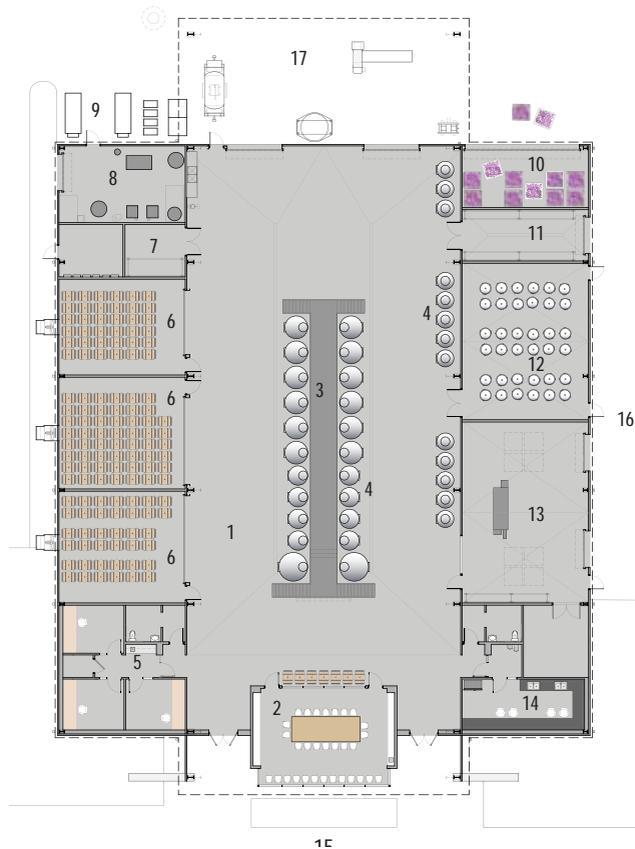
BUILDING THE FUTURE OF WINE AND VITICULTURE

Our vision is to create a state-of-the-art facility for the Center for Wine and Viticulture that includes a bonded 5,000 case production and research winery, as well as classroom and laboratory space which creates a learning environment that's similar to what students will experience upon entering the wine industry.



GRANGE HALL

- | | |
|---------------------|--------------------|
| 01 Conference Hall | 09 Student Work |
| 02 Lobby | 10 Enology Lab |
| 03 Catering Kitchen | 11 Lab Prep |
| 04 Storage | 12 Viticulture Lab |
| 05 Sensory Lab Prep | 13 Warm Callusing |
| 06 Sensory Lab | 14 Cold Storage |
| 07 Meeting | 15 Covered Area |
| 08 Faculty Work | 16 Courtyard |



WINERY

- | | |
|-------------------------|----------------------------|
| 01 Fermentation Hall | 10 Fruit Storage |
| 02 Meeting | 11 Dry Storage / Chemicals |
| 03 Catwalk & Stairs | 12 Research Fermenters |
| 04 Stainless Fermenters | 13 Bottling / Flex Room |
| 05 Faculty Offices | 14 Analysis Lab |
| 06 Barrel Room | 15 Courtyard |
| 07 Storage | 16 Loading |
| 08 Mechanical Room | 17 Covered Area |
| 09 Mechanical Yard | |

HOW YOU CAN HELP

The future of the wine industry will be shaped within the new Center for Wine and Viticulture, and you have the ability to play an integral and lasting role in this next big step.

The following naming opportunities are offered within the Winery and Grange Hall Buildings. For more information on these spaces and others, please contact Grant Kirkpatrick at gkirkpat@calpoly.edu or 805-756-2173.

WINERY:

- Fermentation Hall
- Barrel Room
- Analysis Lab
- Meeting Rooms
- Fermenters
- Bottling/Flex Room
- Fruit Storage
- Dry Storage

GRANGE HALL:

- Conference Hall
- Catering Kitchen
- Sensory Lab
- Enology Lab
- Viticulture Lab
- Meeting Rooms

CENTER IMPACT

Each of the College of Agriculture, Food and Environmental Sciences' 4,000 students is a future leader in their chosen field, community and family. Their time at Cal Poly stays with them forever. We now boldly seek your support to move Cal Poly and the California and global wine industry aggressively forward.



50+

career-ready students graduate each year ready to make a difference

200

people hosted for meetings and events

15,500

square feet in Winery

32

seats in both Viticulture Lab and Enology Lab



11,800

square feet in Grange Hall

12

seat Sensory Lab

CONTACTS

Benoit Lecat, Ph.D., DipWSET
Wine and Viticulture Department Head
805-756-7308
blecat@calpoly.edu

Grant Kirkpatrick
Senior Director of Development
805-756-2173
gkirkpat@calpoly.edu

www.cafes.calpoly.edu

CAL POLY

College of Agriculture, Food
& Environmental Sciences

1 Grand Avenue, 11-211
San Luis Obispo, CA 93407-0250

