

Place Based Wine Education
City Tech, Julia Child Foundation and Red Hook Winery
Monday, September 19, 2016, Red Hook Winery
Monday, September 26, 2016, Red Hook Winery

Student Learning Outcomes

- Analyze and describe various viticultural methods
- Analyze and describe various vinification methods
- Derive meaning from experience, as well as gather information from observation through proper tasting procedures

Overview of Place-based Learning Activities

Student will engage in place-based learning activities focused on vinification practices. Through a partnership with The Julia Child Foundation and Red Hook Winery, students in the Wines of the New World course will study the process of wine making at Red Hook Winery. The hands on process will include fermentation, barrel samples, wine blending and marketing. The result of these learning activities will include wine produced solely for use in the Janet Lefler Dining Room at City Tech.

Meeting Time/Place for field trip to Red Hook Winery

Monday, September 19, 2016 and Monday, September 26, 2016

- Transportation will be provided from the 300 Jay Street entrance of City Tech to Red Hook Winery and back to City Tech
- Students who plan to take the provided transportation must meet outside 300 Jay Street at 11:20am for a 11:30am departure
- Students are scheduled to return to City Tech before 3:00

Equipment Required

- Create an OpenLab account www.OpenLab.citytech.cuny.edu and Join the Wines of the New World course <https://openlab.citytech.cuny.edu/groups/hmgt4997-goodlad-dagorn-f16/>
- City Tech Chef Jacket, Black Pants, comfortable rubber soled shoes, hair pulled back
- Electronic: Lap top or tablet (if possible), Camera, access to OpenLab Account

Pre-Reading Place Based Learning Activity

- Kolpan, S., B. Smith, M. Weiss. 2011. *Exploring wine*. Revised 3rd edition. Wiley. Chapters 1, 2, and 3. Focus on wine making for still wine.
- Kolpan, S., B. Smith, M. Weiss. 2011. *Exploring wine*. Revised 3rd edition. Wiley. Chapters 16, 17, and 18. Focus information that can be used to create a marketing strategy.
- Food and Wine Magazine, October 2011, Why Wine Blending Matters, <http://www.foodandwine.com/articles/why-wine-blending-matters>
- Wine Folly: <http://winefolly.com/tutorial/famous-wine-blends/>
- Julia Child Foundation: <http://www.juliachildfoundation.org/>
- Red Hook Winery: <https://www.redhookwinery.com/>

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Defining a Problem

Submit as a team via OpenLab "Team Wine Making" Journal before 6:00pm on September 16

Minimum of 350 words

- Working with your assigned group, select an entree from the menu provided
- Describe the characteristics of a wine that would pair well with this menu item.
- Using proper wine making terms, provide examples of three wines from any wine region that would complement the selected entree
 - include viticulture and vinification practices that would affect the taste of the wine, proper references from reliable sources are required

Identify Strategies for making this wine and marketing this wine

Submit as a team via OpenLab Team Wine Making Journal before 6:00pm on September 16

Minimum of 250 words

- Explain how your team could create a wine to pair with the selected menu item
- Explain what information a restaurant server would need to know about how the wine was made
- Provide evidence from the readings to support your strategies

Propose Solutions

Submit as a team via OpenLab Team Wine Making Journal before 6:00pm on September 23

Minimum of 200 words

- Explain how your team could create a wine to pair with the selected menu item using base wines tasted at Red Hook Winery
- Provide a requisition for three base wines to be blended to create your blend
 - label this section "Base Wine Requisition"

Evaluate Potential Solutions

Submit as a team via OpenLab to the Team Wine Making Journal before 6:00pm on October 3

Minimum of 200 words

- Describe the process used to create the final blend

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Shelf Talker

A shelf talker is a way to market directly to the consumer as they are making purchase decisions. They are used extensively in the wine and beverage industry.

Upon completion of your blended wine you will add a new OpenLab post with text for your shelf talker, choosing the category "Shelf Talker". The text for your shelf talker will contain the following information:

- Name of your wine
- Style of your wine
- Tasting notes
- Food pairing suggestion

Implement Solution

***Submit as a team via OpenLab Team Wine Making Journal before 6:00pm on October 3
Minimum of 250 words***

- Describe the process used to determine the wine to be produced for use in the Janet Lefler Dining Room
- Create or finalize the shelf talker
 - label this section "Shelf Talker"
 - create a new post including just the text of the shelf talker
 - identify information that would be on a label for the wine created

Evaluate Outcomes (Individual, one per person, Private Reflection)

Submit an individual PDF of the following via email to kgoodlad@citytech.cuny.edu from your City Tech email address before 6:00pm on October 3

- Two business style thank you notes.
 - addressed to Red Hook Winery
 - addressed to the Julia Child Foundation
- Reflection explaining the process you and your fellow winemakers undertook to create the wine made at the winery.

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Blending Session Directions

1. Each group selects a wine captain per table (1 minutes):
 - The Wine Captain will be responsible for recording blend percentage, team tasting notes and submitting the final blend to the wine maker
2. With the Red Hook Winery winemaker, taste of the base wine and record tasting notes, (3 minutes)
3. Using small measuring equipment and the tasting notes of the base wine, create various combinations of a blended wine to match the team's desired wine style (30 minutes)
 - maintain blend percentages for all wines blended
 - maintain tasting notes
4. Submit the final blend to Red Hook Winery wine maker for blending
5. While waiting for the wine to be blended,
 - determine name of your team's wine
 - write a "shelf talker"
 - identify information that would be on a label
6. Blind taste each wine created by each team of students, record tasting notes for each wine
7. Select the white and red wine to be created for City Tech and poured in the Janet Lefler Dining Room. Consider:
 - color
 - nose
 - mouthfeel
 - taste
 - balance
 - food pairing

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September 26, 2016

Time Line

11:30am	Transportation leaves City Tech for Red Hook Winery
11:50	Blending Lecture, Why Wines are Blended
12:05	Blending instructions
12:20	Groups identify and confirm a desired blend and begin blending wines
12:50	Blending complete, organize station and prepare tasting glasses
1:10	Blind taste wine created by all groups
1:30	Report back and selection of City Tech's new wine
2:00	Clean-up begins
2:20	Transportation leaves Red Hook Winery

Wine Requisition

Team #1, White,

Team #2, White,

Team #3, White,

Team #4, Red,

Team #5, Red

Team #6, Red,

Menu

Baked Fish Filet with Tomatoes and Mushrooms
Basque Style Chicken with Creamy Polenta
Broiled Salmon with Béarnaise Sauce, Pommes Naturees and Sautéed Zucchini
Braised Beef Jardinière and Duchess Potatoes
Grilled Lamb "Steaks" Haché with Ratatouille
Brown Veal Stew
Grilled Skirt Steak with Chimichurri Sauce