

Place-based Wine Education

City Tech, Julia Child Foundation and Red Hook Winery

Monday, October 16, 2017, Red Hook Winery and Monday, October 23, 2017, 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.

Students will meet at Red Hook Winery on Monday, October 16, 2017 and Monday, October 23, 2017 at 11:30, class will begin at 11:45 noon.

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/newworldwinefall2017/>
- 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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Sommelier Speak:

- Select an entree from the Culinary II menu provided
 - Describe the taste of the menu item
- Identify three wines from new world wine regions which would pair well with the menu item
 - Choose one wine and describe the characteristics of the taste, smell and color of the wine (think tasting notes)
 - Describe the viticulture and vinification practices that would most likely be used in the wine region chosen (go beyond the notes of the wine's website to identify practices in the region)
- Submit a blog post titled "Sommelier Speak" via the OpenLab "Student Wine Maker Journal" before 6:00pm on October 9, 2017
- Minimum of 350 words

Menu

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

Identify strategies for making a wine and marketing a wine you create:

- Explain how you would 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
- Submit a blog post titled "Marketing Wine" via the OpenLab "Student Wine Maker Journal" before 6:00pm on October 9, 2017
- Minimum of 300 words

Student Blend:

- Using base wines tasted at Red Hook Winery, explain how you would blend a white wine and a red wine to pair with a selected menu (chosen by the group during the first visit to Red Hook Winery)
- Submit a blog post titled "Student Blend" via the OpenLab " Student Wine Maker Journal" before 6:00pm on October 20, 2017
- Minimum of 300 words

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Write a 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 both your blended wines 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
- *Be sure to indicate if your wine was chosen to be served in the Janet Lefler Dining Room*

Reflect (Choose two)

- How much do you know about vinification and/or blending before the project began?
- What problems did you encounter during this project?
- How do you feel about the experience you had?
- What did you learn about yourself as a learning during this project?
- What is the one thing you want people to notice when they learn about your project?
- What do you want to learn more about?
- Minimum of 300 words

Saying Thank you

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 30

- Two business style thank you notes.
 - addressed to Red Hook Winery
 - addressed to the Julia Child Foundation
- Explain what you learned and how you believe each organization contributed to your overall college experience.

Oral Presentation

Information to follow

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Blending Session Directions

1. With the Red Hook Winery winemaker, taste of the base wine and record tasting notes, (3 minutes)
2. Using small measuring equipment and the tasting notes of the base wine, create various combinations of a blended wine to match the desired wine style (30 minutes)
 - maintain blend percentages for all wines blended
 - maintain tasting notes
3. Submit the final blend to Red Hook Winery wine maker for blending
4. While waiting for the wine to be blended,
 - Name your wines
 - Write a draft of a "shelf talker"
 - Identify information that would be on a label
5. Blind taste each wine created by each team of students, record tasting notes for each wine
6. Select a 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