

Place-based Wine Education
City Tech, Julia Child Foundation and Red Hook Winery
Monday, September 16, 2019, Red Hook Winery
Monday, September 23, 2019, Red Hook Winery
20% of total course grade

Student Learning Outcomes

- 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

Students 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 New York City College of Technology, CUNY.

On Monday, September 16, 2019 and Monday, September 23, 2019 at 10:30am, students will meet at the 300 Jay Street entrance to City Tech and proceed to Red Hook Winery.

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/wineofthenewworldf19/>
- City Tech Chef Jacket, Black Pants, comfortable rubber soled shoes, hair pulled back, no jewelry
- Electronic: Laptop or tablet (if available), Camera, access to OpenLab Account

Action to be taken

- Learn about the Julia Child Foundation and follow them on social media sites: <http://www.juliachildfoundation.org/>
- Learn about Red Hook Winery and follow them on social media sites: <https://www.redhookwinery.com/>
- Follow @profgoodvino, @juliachildfoundation and @redhookwinery on Instagram and twitter
- Join OpenLab openlab.citytech.cuny.edu

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/>

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Sommelier Speak (complete individually) due, 6:00pm on Saturday, September 14, 2019:

- Find your team number, describe the taste of the menu item from the Culinary II menu
 - **Team #1:** Baked Fish Filet with Tomatoes and Mushrooms
 - **Team #2:** Basque Style Chicken with Creamy Polenta
 - **Team #3:** Broiled Salmon with Béarnaise Sauce, Pommes Natures and Sautéed Zucchini
 - **Team #4:** Braised Beef Jardinière and Duchess Potatoes
 - **Team #5:** Grilled Lamb "Steaks" Haché with Ratatouille
 - **Team #6:** Grilled Skirt Steak with Chimichurri Sauce
- Identify and list three wines that contain blends of different grape varieties that you believe would pair well with the menu item
 - Choose one wine and describe the characteristics of the color, aroma and taste of the wine (use your tasting notes as a format)
 - Describe the viticulture and vinification practices that would most likely be used in the wine region chosen (use your textbook to identify practices in the region)
- Submit a blog post titled "Sommelier Speak" via the OpenLab "Student Wine Maker Journal" and your team number before 6:00pm on Saturday, September 14, 2019
- Minimum of 350 words

Student Blend (one submission per group) due, before 6:00pm on Saturday, September 21, 2019:

- Considering the base wines tasted at Red Hook Winery, explain how you would blend a white wine or a red wine to pair with your group's assigned menu item, see above
- Submit a blog post titled "Student Blend Requisition" via the OpenLab "Student Wine Maker Journal" and your team number before 6:00pm on Saturday, September 21, 2019
- Minimum of 300 words

Student Blend (one submission per group) due, before 6:00pm on Tuesday, October 1, 2019:

- Considering the process you engaged in to make your final wine, did the blend turn out as you anticipated? How did the process differ from what you expected? How did you develop your final blend?
- Submit a blog post titled "Student Blend Final" via the OpenLab "Student Wine Maker Journal" and your team number before 6:00pm on Saturday, September 29, 2018
- Minimum of 300 words

Write a Shelf Talker due, 6:00pm Thursday, October 3, 2019:

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. Create one for the wine you made. The text for your shelf talker will contain the following information:

- Name your group created for your wine
- Percentage of grape varieties and location of vineyard(s)
- Tasting notes
- Food pairing suggestion
- *Be sure to indicate if your wine was chosen to be served in the Janet Lefler Dining Room*

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Reflect (Choose two)

Submit an individual PDF of the following via email to kgoodlad@citytech.cuny.edu from your City Tech email before 6:00pm Sunday, October 6, 2019:

- 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 learner during this project?
- What is the one thing you want people to know 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 Sunday, October 6, 2019:

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