San Luis Obispo
California Polytechnic State University
Senior Project

Shane Christensen Hastings
Liberal Arts Bachelors of Science
Social Science Major
Organizations Concentration
Wine and Viticulture Minor
Alma Del Vino Benefit Wine to a Fund for the Farm Workers of San Luis Obispo County

Shane Christensen Hastings
Advisor Dr. Barbara Mori
"Alma Del Vino," which translates to be "soul of the wine," is a custom crush production of 60 cases aimed to raise money to a fund for the farm workers of San Luis Obispo County. Brian and Johnine Talley created this fund with the San Luis Obispo Community Foundation in December of 2004. Talley Vineyards’ “Mano Tinta” is a 500 case production label, where 100% of the proceeds go to the San Luis Obispo Community Foundation Fund for Farm Workers. It raised $100,000 in 2004 and aims to repeat to raise at least $100,000 each year following with the final goal of $1 million dollars.

I was introduced to the Mano Tinta benefit wine when I started working for Talley Vineyards in their tasting room in June of 2007. I was fascinated by the project and thought it was an absolutely wonderful charitable cause. One spring afternoon in Dr. Timms Cultural Geography of Central and South America course, a student came in to give an announcement. She was raising money for a benefit which was helping to build schools in a south eastern country of Africa by getting local restaurants to contribute a percentage of the sales on given dates. She was recruiting us students in the class to help the cause by dining at the particular restaurant that evening. I was tickled by her zeal, and it was then that I had the idea to create my Senior Project.

That following summer, I was in constant communication with Michelle Goode, the Director of Business Operation at Talley Vineyards, Janice Fong Wolf, Director of Grants and Programs for the San Luis Obispo Community Foundation, Denise Shurtleff, the Winemaker at Cambria Winery where the custom crush was held, James Ontiveros, Director of Sales and Marketing for Bien Nacido Vineyards, as well as David Hastings, the Chardonnay Winemaker for Kendall-Jackson Winery. It was imperative that I got an early start on creating those contacts that summer and presenting the legitimacy of the project early on.

This project provided an opportunity to learn and conceptualize key components of what is required from me to work in a field of industry I plan on spending the rest of my life being a part of through direct communication and association with extremely professional individuals. I am extremely thankful and humbled to have been provided this opportunity by Dr. Mori and the Social Sciences Department of the Collage of Liberal Arts at San Luis Obispo Cal Poly and feel it is my duty to utilize what I have learned and to absolutely make the most of it. It is my goal to incorporate my studies as a Social Sciences student to holistically build the framework of my career within the wine industry.
Sourcing the Fruit

I started by meeting with James Ontiveros, the Director of Sales and Marketing for Bien Nacido Vineyards, which is owned by the Miller family whom also own French Camp Vineyards in Paso Robles. I got one ton of Syrah donated from French Camp Vineyards. The grapes came from Block 53 on the map. The fruit looked beautiful! The canopy was well managed allowing for a good amount of sunlight to hit the fruit zone which is fantastic for fruit development. When David Hastings and I went up to the ranch to look at the fruit, the sugar level sampled was already at 25.4 degrees brix which is already a good level to pick.

We scheduled to pick as soon as possible. We harvested the fruit on September 3rd of 2008 at 29.5 degrees brix! I drove the fruit from the French Camp ranch in a Dodge truck I rented down to Cambria Winery in the Santa Maria Valley in Santa Barbara County about two hours away. Attached is a map of French Camp, the block designations, a copy of the fruit contract delivery order, a copy of the truck rental, and pictures of the vineyard.
GO THRU TOWN TO HIGH SCHOOL. TURN SOUTH AT FIRST STREET. FOLLOW FIRST STREET UNTIL IT TURNS INTO TRUESDALE. TAKE TRUESDALE ROAD TO SHELL CREEK ROAD AND TURN RIGHT. FOLLOW SHELL CREEK TO CAMATTA CREEK ROAD SIGN.

* FROM SHANDON TO CAMATTA CREEK ROAD SIGN IS 14 MILES.
* FROM SHELL CREEK ROAD TO VINEYARD IS 7 MILES.
* FROM HWY 58 TO CAMATTA CREEK ROAD IS 1.9 MILES.
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### 2008 French Camp Vineyards: Block Morphology

**08/07/08**

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**23**

**24**

**25 CH**

**25 MAR**

**25 GRE**

**25 MOU**

**26**

**27**

**28**

**29 LAG**

**29 BAR**

**30**

**31**

**32 OM**

**32 MB**

**32 AGL**

**33**

**34**

**35**

**36**

**37 ROU**

**37 VIO**

**38 CH**

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Bikmorph2008.xls  Page 1
**DELIVERY ORDER**

**Shipper's No. F08:**

**FRENCH CAMP VINEYARDS**

(PASO ROBLES AVA., SAN LUIS OBISPO COUNTY)

**SANTA BARBARA OFFICE**

132 E. CARRILLO STREET

SANTA BARBARA, CA 93101

---

**Date:** _/ _/ _

**FRENCH CAMP VINEYARDS**

355 CAMATTA CREEK

NTA MARGARITA, CA 93453

---

**Carrier Name:**

**Driver:**

---

**Tractor License #:**

**Semi License #:**

**Pull license #:**

---

**Bins Rinsed:**

---

**Farming Practice:**

- Conventional
- Certified Organic

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**LOAD INFORMATION**

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**GONDOLA #’S / BOX #’S**

---

**Hand Pick**

**Machine Pick**

- 2 Ton Gondola
- 6 Ton Gondola
- 1/2 Ton Bin

---

**CONTRACT #:**

---

**CONSIGNEE & SHIPPING INSTRUCTIONS**

**TO:**

---

**Contact Person:**

---

**Winery Emergency #:**

---

**RECEIVED ABOVE PERISHABLE PROPERTY IN GOOD ORDER EXCEPT AS NOTED BELOW:**

---

**Date:**

**Time:**

**Signature:**

(For Consignee)

---

**NOTICE OF SCHEDULE REQUIREMENTS**

This shipment must be delivered to Consignee no later than _______ on _______.

Failure of the Carrier named herein to adhere to this delivery time may result in substantial damage to Shipper, including but not limited to the rejection of the load.

**RECEIVED from the Shipper named herein, the perishable property described above, in good order and condition, except as noted above, consigned and destined as indicated above, pursuant to a Master Trucking Agreement ("Agreement"), whereby the Carrier shown above, in consideration of the transportation charges to be paid, agrees to carry and deliver said property to the Consignee, subject only to the terms and conditions of this Delivery Order and the Agreement, which are hereby agreed to by Carrier and Shipper.**

---

**SHIPPER'S TELEPHONE NUMBERS**

- **French Camp Vineyards**
  - Vineyard Office: (805) 238-5811
  - Manager Cell: (805) 235-0961
  - Facsimile: (805) 238-6856
  - Shop: (805) 238-5814

- **Santa Barbara Office**
  - T: (805) 969-5803
  - F: (805) 565-1327
  - Emergency Numbers: (805) 455-8981, (805) 239-2093, (805) 969-7151

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**White Copy - Office**

**Yellow Copy - Vineyard**

**Pink Copy - Winery**

**Golden Red - Carrier**
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**OWNER OF VEHICLE:**

**BRANCH ADDRESS:**

---

**BILL TO:**

**COMPANY**

**ATTN:**

**PHONE EXT.**

---

**RENTAL TYPE:**

**SOURCE #:**

**I.D. #:**

**RENTAL AGREEMENT DATE:**

---

**REFERENCE NUMBER:**

---

**ADDITIONAL AUTHORIZED DRIVERS:**

---

**WHO IS UNDER MY CONTROL AND DIRECTION TO DRIVE VEHICLE FOR ME AND ON MY BEHALF, I AM RESPONSIBLE FOR THEIR ACTS WHILE THEY ARE OPERATING, AND FOR COMPLYING WITH ALL LAWS AND CONDITIONS APPLICABLE TO THE USE OF THE VEHICLE. AN UNAUTHORIZED DRIVER WILL AFFECT MY LIABILITY AND RIGHTS UNDER THIS AGREEMENT:**

---

**PERMISSION GRANTED TO OPERATE VEHICLE ONLY IN THE STATE OF RENTAL AND THE FOLLOWING STATE(S):**

---

**OPERATION IN ANY OTHER STATE OR COUNTRY WILL AFFECT YOUR LIABILITY AND RIGHTS UNDER THIS AGREEMENT:**

---

**DAMAGE WAIVER NOTICE:**

**RENTER ACKNOWLEDGES RECEIPT OF ORAL DISCLOSURE THAT DAMAGE WAIVER MAY BE DUPLICATIVE OF COVERAGE MAINTAINED UNDER HIS OR HER OWN POLICY OF MOTOR VEHICLE INSURANCE. THE PURCHASE OF DAMAGE WAIVER IS OPTIONAL AND MAY BE DECLINED.**

---

**RENTER DECLINES OPTIONAL DAMAGE WAIVER (DW) AND ACCEPTS DAMAGE RESPONSIBILITY. SEE PAGE 2, PARAGRAPH 6.**

---

**RENTER DECLINES OPTIONAL PERSONAL ACCIDENT INSURANCE (PAI).**

---

**RENTER ACCEPTS OPTIONAL DAMAGE WAIVER (DW) AT FEE SHOWN IN COLUMN TO RIGHT, SEE PAGE 3, PARAGRAPH 16. DW IS NOT INSURANCE.**

---

**RENTER ACCEPTS OPTIONAL PERSONAL ACCIDENT INSURANCE (PAI).**

---

**RENTER DECLINES OPTIONAL SUPPLEMENTAL LIABILITY PROTECTION (SLP).**

---

**ACKNOWLEDGMENT OF THE ENTIRE AGREEMENT, WHICH CONSISTS OF PAGES 1 THROUGH 4.**

---

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**DATE:**

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**AMOUNT:**

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**TOTAL CHARGES**

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**REFUNDS**

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**AMOUNT DUE**

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**CLOSED BY:**

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**PAID BY:**

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**RECEIVED BY:**

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**INVOICE 32ACAFAL07 PAGE 1 OF 1**

---

**ENTERPRISE RENT-A-CAR COMPANY OF LOS ANGELES, 2901 BROAD STREET, SAN LUIS OBISPO, CA 93401-6701 (805) 546-6270**

---

**OWNER IS AN AFFILIATE OF ENTERPRISE RENT-A-CAR COMPANY, WHICH OWNS ALL RIGHTS TO ENTERPRISE NAMES AND MARKS.**

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© Enterprise Rent-A-Car Company of Los Angeles, 20
Custom Crush at Cambria Winery

Once the fruit got to Cambria Winery, the fun really started to begin. We ran it through their crusher/desteamer into two half ton bins for fermentation. We cold soaked the fruit for eight days by adding dry ice to the must to maintain an extremely low temperature so fermentation wouldn't start and to keep oxygen away from the must. Dry ice creates CO2 when evaporated and is heavier than oxygen so it lingers on top of the must. Cold soaking allows for better extraction of color from the skins into the juice.

After the musts eight day cold soak, we stopped the addition of dry ice and inoculated the wine with a French strand of yeast. Fermentation took only three days which means the yeast were pretty darn happy. During this whole time, the wine was punched down three times a day which during cold soak helped with the extraction of color, and while during fermentation wetted the cap which is an absolutely imperative practice during fermentation. Attached are only a couple of the numerous lab analyses done on the wine as well as pictures of cold soaking.
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## Bulk Inventory Management System V3.0

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<td>TA</td>
<td>TITRATABLE ACID</td>
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<td>MOVE</td>
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Number of lab tests performed: 11
Pressing off at Byron Vineyards and Winery

Once finished and dry, meaning no sugar was left for the yeast to consume, the wine was pumped into a tank and brought over to Byron Vineyards and Winery where they had a really neat small basket press which was perfect for the amount of wine I had. We cranked down harder and harder on the wine, seeds, and skins to extract as much wine as possible until it started tasting bitter. At that point, all that was getting extracted out was the hard press which started to taste tannic undesirable.

After that was finished and cleaned up, we brought the pressed wine back to Cambria Winery to be aged in three three year old French barrels. We added wood staves with the wine to add some more oak influence as well. The wine aged for 8 months. During that time, I topped off the wine about once a month and did so2 additions. Topping off is a necessary practice to ensure that there is the smallest amount of oxygen in the barrel through-out aging. Wine will subtly evaporate out from the barrel through time so it is important to check the barrels periodically. So2 is sulfur dioxide which is the chemical compound used to make sure that no spoiling yeast or bacteria can survive in your wine throughout the aging of the wine. After running a lab analysis, the data can show what the free so2 levels are in the wine at a level as small as parts per million. After seeing what the level was determined if I needed to do an addition or not and if so, how much so2 to add. Attached are pictures of the basket press pressing process, and the racking into the French barrels.
Filtration, Residual Sugar Trial/RS Addition, and Bottling

Eight months later after the wine was aged to what we felt was the appropriate amount of time in barrel for this style of wine, the wine was ready to be filtered. We used a really neat small Italian filtering device Cambria Winery owned for their high end, small production wines. This specific filtration is called DE filtration. DE stands for diatomaceous earth which is the actual filtering agent. It is a naturally occurring, soft, siliceous sedimentary rock created by fossilized remains of diatoms, a type of hard-shelled algae. It happens to be a perfect compound to build on itself against a screen without leaking through, while simultaneously letting the wine pass through stopping unwanted sediments and other various components in the wine. As you'll see in the pictures, we built a pack on the filter pads with three sizes of DE. The wine moves from the outside of the filter pads while in the filtering chamber into the inside of the filter pads and then out of the filtering chamber through the DE. We created the pack by adding a DE base that the three others would stick to. Then we added the finest DE, then the second finest layer of DE, then the least fine DE. So when the wine travels through, it hits the least fine DE first, stopping the largest particles first, and so on and so on.

After filtration, we did a trial of some levels of sugar addition for creating a better mouthfeel of the wine. We created three samples representing the wine with a .04% residual sugar addition, .06%, and a .08%. We came to the consensus that the .06% created the best mouth feel while not changing any of the other desirable characteristics we wanted to maintain in the wine. I then added the appropriate amount of grape juice concentrate into the wine to represent a .06% residual sugar addition.

The wine was ready to bottle. Cambria Winery provided a crew as well as a fellow Cal Poly intern to help out. The wine was brought over to the bottling room in a portable tank to be hand bottled versus being bottled in their bottling line. The bottles were placed on a stainless steel table, they were then placed onto a gassing machine that squirted co2 into the bottles, put into the filler, placed into the hand corks, and then into the case box to be stacked on a pallet. It was a simple yet time consuming process and could not have happened without a solid crew. Attached are pictures of the filtering, the residual sugar addition trial and addition, and the bottling operation. Also added is a picture of the grape sugar concentrate as well as set of staves that go into the barrel during aging to provide more oak influence.
Labeling and Foiling

I contacted WS Packaging Co. right here in San Luis Obispo to see if they could create a label for me and produce it. I met with Ryan Mahoney, the Account Executive for them. He is a Cal Poly graduate as well so he was very helpful in getting his company to donate the labels for the project. I brought him a couple of prototype labels I created as well as explained what the project was all about. The label once created, had to be accepted by the TTB which is the Alcohol and Tobacco Tax and Trade Bureau. After being accepted, we had them printed and brought down to Cambria Winery to be hand labeled. Talley Vineyards donated a crate of foils for me to have as well. Foiling requires a foiler which spins rollers extremely fast on a movable arm that spins the foil tight onto the top of the bottle. Attached are my prototypes, the legal proof from WS Packaging to submit to the TTB, and a print out of the final labels.
San Luis Obispo County's Migrant Worker Benefit Wine

2008 Zinfandel Paso Robles
Alcohol 16.5% by Volume

Shane Hastings'
California Polytechnic State University
Senior Project
"Alma Del Vino" is a benefit wine that gives back 100% of the proceeds to a fund for the farm workers of San Luis Obispo County.

Hard work and dedication have resulted in a bounty of fruits and vegetables grown from this fertile land, and has been the backbone in establishing a reputation for producing high quality wine.

I would like to give a huge thank you to the Miller family for donating their Syrah from French Camp Vineyards, jack Jackson and Barbara Banke for providing their Cambria facility for the custom crush, and to Denise Shurleff and Michael Fay for their extremely insightful consulting.

Produced and Bottled at Cambria Winery, Santa Maria, CA.

FRENCH CAMP VINEYARDS 2008 SYRAH PASO ROBLES
"Alma Del Vino" is a benefit wine that gives back 100% of the proceeds to a fund for the farm workers of San Luis Obispo County. Hard work and a dedicated ethic has provided a bounty of fruits and vegetables grown from this fertile land, and has been the backbone in establishing a reputation for producing high quality wine fruit from this growing region. This wine is an opportunity to give back to those who have worked so hard, and are most in need.

I would like to give a huge thank you to the Miller family for donating their Syrah from French Camp Vineyards, Jess Jackson and Barbra Banke in providing their Cambria facility for the custom crush, and to Denise Shurtleff and Michael Fay for their extremely insightful consulting.

Produced and Bottled at Cambria Winery
Santa Maria, CA
Alma Del Vino
2008 Syrah
FRENCH CAMP VINEYARDS
PASO ROBLES

"Alma Del Vino" is a benefit that gives back 100% of the proceeds to a fund for the farm workers of San Luis Obispo County. Hard work and a dedicated ethic has produced a bounty of fruits and vegetables grown from this fertile land, and has been the backbone in establishing a reputation for producing high quality wine from this growing region. This time is an opportunity to give back to those who work so hard, and are most in need.

I would like to give a huge thank you to the Miller family for donating their Syrah from French Camp Vineyards, Jess Jackson and Barbara Banke providing their Cambria facility for the custom crush, and to Denise Shurtleff and Michael Roy for their extremely insightful consulting.

Shane Having San Luis Obispo California Polytechnic State University Senior Project

PRODUCED AND BOTTLED BY ALMA DEL VINO, SANTA MARIA, CA

GOVERNMENT WARNING: ALCOHOL IS A DRUG. DRINK RESPONSIBLY.

CONTAINS SULFITES

Submit New Proof  □ Approved As Is

Please verify that the proof SIZE, LAYOUT, MATERIAL, BAR CODE, UNWIND, SPELLING, PUNCTUATION, and CONTENT meet your specifications and all local, State, and Federal laws. Revisions will be billed at regular rates.

For approvals, corrections, or questions please contact:

WS Packaging Group, Inc.
Leaders in Printing and Packaging Worldwide
2222 Beebee Street San Luis Obispo, CA 93401
Phone: 805-543-6843
“Alma Del Vino” is a benefit that gives back 100% of the proceeds to a fund for the farm workers of San Luis Obispo County. Hard work and a dedicated work ethic has provided a bounty of fruits and vegetables grown from this fertile land, and has been the backbone in establishing a reputation for producing high quality wine fruit from this growing region. This wine is an opportunity to give back to those who work so hard, and are most in need.

I would like to give a huge thank you to the Miller family for donating their Syrah from French Camp Vineyards, Jess Jackson and Barbara Banke for providing their Cambria facility for the custom crush, and to Denise Shurtleff and Michael Fay for their extremely insightful consulting.

Shane Hastings' San Luis Obispo California Polytechnic State University Senior Project.

PRODUCED AND BOTTLED BY ALMA DEL VINO, SANTA MARIA, CA

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES
Sales and Marketing

At this point, I have met with the owner of Monterey Street Wine Company and he has agreed to sell the wine in his shop. Legally, since I don’t have a license to sell alcohol, Cambria Winery being the legal owner of the wine must distribute the wine to a legal seller. Once sold, Monterey St. Wine Co. will have a legal contract with the San Luis Obispo Community Foundation stating that the proceeds that Monterey St. Wine Co. acquires from the wine sales will be sent to the San Luis Obispo Community Foundation Fund for Farm Workers. We are in the very first stages of sales and marketing at this point. After graduating and having quite a bit more time this summer, my plan is to focus most of my attention on selling the wine and marketing it to make sure it will be sold. My target date to have all the wine sold is by the end of December of this year and to have the sales of the wine raise $10,000.
Conclusion

This project will raise $10,000 for the San Luis Obispo Community Foundation’s “Fund for Farm Workers” which gives grants to various charitable organizations that work with the San Luis Obispo County farm workers and their families. Like I said on the back label, this wine is an opportunity to give back to those who work so hard, and are most in need. I cannot thank all of these individuals below who have contributed their time, effort, and resources in making this project possible enough. As a joint effort, Alma Del Vino was created and it is because of this joint effort and collaboration that $10,000 will be provided to those who can use it to its full potential of benefit towards an increase in their quality of life.

Thank You so Much.

Talley Vineyards
Brian Talley – President and Owner
Johnine Talley – Owner
Michelle Goodale – Director of Business Operations

French Camp Vineyards
The Miller Family – Owners
James Onterveros – Director of Sales and Marketing
Anthony Bazzano – Assistant Director of Sales and Marketing
The staff and crew at French Camp Vineyards

Cambria Winery
Jess Jackson – Owner
Barbara Banke – Owner
Denise Shurtleff – Winemaker
Michael Fay – Assistant Winemaker
David Hastings – Chardonnay Winemaker for Kendal Jackson Winery
The staff and crew at Cambria Winery

San Luis Obispo Community Foundation
Berry Vanderkelen – Executive Director
Janice Fong Wolf – Director of Grants and Programs

W.S. Packaging Company
Ryan Mahoney – Account Executive
The staff and crew that helped develop the labels