IRB Statement

This project does not contain systematic investigations. It will not collect data from Cal Poly students or employees as subjects, nor attempt to answer research questions. In conclusion, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
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Project Abstract

Winerys produce thousands of wines that are individually altered by each growing season and conditions that Mother Nature presents, which vary year-by-year. From increased rainfall and fog conditions, to soil composition and vineyard proximity to the ocean, there are countless factors that go into each bottle’s unique taste and aroma. In order for consumers to understand the details of their wine they must know what aromas, growing conditions, and notes go into each bottle, hence the importance of having readily accessible “tech-sheets.”

For my senior project, I chose to revamp the informational tech sheets at Tolosa Winery during an 8-month marketing internship that I had in 2021. I utilized my graphic design and layout knowledge from Cal Poly’s GrC program to create visually appealing and engaging tech sheets that can be understood by a wide variety of people with all levels of understanding about the wine industry, while collaborating with various individuals within the wine industry to ensure that I am including all necessary information.
My name is Jennifer Craddock and I'm a fourth year student at Cal Poly, San Luis Obispo, planning to graduate in June of 2022 with my Bachelor of Science in Graphic Communication. While completing my degree I am focusing on Web and Digital Media, and also completing my minor in Theatre Arts to coincide with my 15 years of stage experience while growing up.

I’m originally from Redondo Beach, California, in LA County. I plan to move back home to LA to pursue a career in creative marketing in the entertainment industry, with an emphasis in social media. I’ve loved my four years in the GrC department pod, and I can’t believe it’s almost over! Time flies!
About Tolosa Winery

Marketing Internship March 2021-November 2021

Founded by Robin and Michelle Baggett in 1998, one of many brands that they own, including Alpha Omega Collective and Perinet, which is based in Spain.

World class producers and distributors of Pinot Noir and Chardonnay

Three tiers of wine:
- Heritage Series (wholesale)
- 1772 Series (Poured in the Tasting Room)
- Single Vineyard Series (Sourced from all over California, from individual vineyards)
My overall goal for this project is to educate a larger proportion of the wine-loving community in the most effective and visually appealing way. By creating infographics that describe all of the information that is present on current tech sheets and making them accessible through something so common as a QR code. I am hoping to raise the “standard” level of understanding about wine amongst patrons, as well as open their eyes to the sheer existence of this information. Through my deliverables, two separate digital publications of the different tiers of wine that Tolosa pours in the Tasting Room each through their own QR code, I hope to encourage users to want to look at my designs as they will coincide with their current experience of wine tasting.
Important Terms

**Notes**
Hints of different flavors that a customer can recognize when smelling or tasting the wine

**Vintage**
The year that a wine was produced

**Varietal**
The name of the principal grape that was used in production

**On the Nose**
Different aromas that can be detected when smelling the wine

**On the Palate**
Different tastes that can be detected when drinking the wine
**Timeline (Fall 2021)**

**August**
- Began brainstorming for potential senior projects. Experienced a change in leadership and reported to a new boss.

**September**
- Formulated idea and got company approval, began working with my new boss on design elements, basic flow and layout.

**October**
- Design progression and user testing and feedback, my boss told me about the QR code feature in InDesign, solving my main setback.

**November**
- Finalized my design and showcased it for the CEO and Tasting Room Manager, gathered and applied feedback.
Success Criteria

Preview the digital publication through the same means as it is intended for the general consumer by scanning the QR code on my phone to get a realistic read of what the final product will look like, and change/evaluate things that are hard to read.

Create the QR code under a free-limitless software that will allow unlimited scans and no expiration date of the code to ensure that my project withstands through time.

Preview each draft of the publication to friends with varying levels of understanding about the wine industry to gather effectiveness of the layout and language that is used.

Lastly, I will gather feedback on design principles from professionals in the field, such as my boss within my internship and GrC professors to gauge my application of what I have learned in classes like our document layout class and our digital publication class.
Project Components

My two main project components included vector graphics and stock images from Adobe Stock, and in-house images and bottle shots taken by the in-house photographer.
This source provides a basic definition of what a tech sheet is and names some of the vital components that exist within a tech sheet.

A tech sheet is roughly a page long and details the basic facts about a wine and its origin. The document usually details the winemaker’s name/significant notes within the wine, the vineyard source for the grapes along with significant details about that vineyard which contribute to the production of the grapes, the year that the wine is produced (vintage) and the type of wine it falls under (varietal), the appellation, which is a legally verified designation of where the grapes were sources from, the alcohol content percentage, or ABV (alcohol by volume), how the wine was aged, and tasting notes.
Background Research

Source 2: Wine Folly

This article details the differences between stainless steel aging and oak aging, both of which were utilized at Tolosa. Stainless Steel Aging, which is technically more environmentally friendly and therefore praised in some aspects, are anaerobic chambers that help to aerate oxygen into the wine. They are used to preserve acidity and floral flavors, thus being prevalent in white wines as those are lighter on the palate than red wines.

Oak aging is the more classic way of aging wine. Since it’s wood and is quite porous, they allow for the slow oxygenation of the wine, along with the ability for these barrels to be re-used and further enrich wines with “buttery, caramel-y, chocolat-y, and vanilla-y flavors to wine.” This source details, “the smaller the barrel used in aging, the more oak flavors are added.” Tolosa uses a mixture of new and old oak barrels to curate an individualized flavor, as well as to be environmentally friendly.
Wine names and terms stem from French words the majority of the time, and under that same category the word “terroir” in French has an English translation of “soil” or “earth.” The idea of terroir in the wine industry is the collection of all of the elements that can influence a wine, including the soil minerality, air quality, location, farming tactics, surrounding plants, and climate. The basic relationship between climate and grapes is that “cool weather grapes” typically have a lower sugar content and therefore a lower ABV, while “warm weather grapes” typically have a higher sugar content and therefore a higher ABV, due to the increased photosynthesis activity with more sunlight. Soils are the other big component of a wine’s taste, which in short mean that the minerals that are present in a particular soil will have a huge impact on the way the grapes grow, and what minerals are carried through into the taste.
Background Research

Source 4: Hypothesis

This source details the 5 basic principles that every infographic should follow. These principles are:

- Communicate one central idea: The infographic should uniformly contribute to one central idea or point of information that it is trying to get through to its audience.
- Communicate the data clearly: The data should be easy to understand.
- Create layers: This can be done either through physical layers with coloring differences, or visual layers with different levels of understanding.
- Make it easy to navigate
- Keep it beautiful: This is the most fun concept within infographics, and can usually be seen as the main motivation behind creating an infographic as opposed to other methods of data communication. I love creating infographics because it's more fun to put information into a visually appealing method rather than typing out into a document.
Design Comparison

Design inspiration 1: Chamisal

2016 PINOT NOIR • EDNA VALLEY

THE VINEYARDS
Chamisal was the first vineyard planted in the Edna Valley in 1973 and now contains 30 acres planted to 5 varieties and 25 clonal selections. The nearby Pacific ocean creates a long temperate growing season for exceptional hang time, which combines with the calcareous, clay-rich soil to produce fruit with exceptional intensity and complex flavors.

VINTAGE
The normal rainfall in 2016 really helped the vines by flushing the root zone a little bit, and as a result, we saw higher grape quality. Cool temperatures in August allowed us to bring in fruit at a steady pace without any major heat spikes. Additionally, the early pick of the Pinot Noir kept the natural acidity moderately high, resulting in a beautiful Pinot Noir. This vintage will stand out as one of the better Pinot years in Edna Valley.

WINEMAKING
Our Pinot Noir was hand harvested at night from our estate vineyards at optimum ripeness and physiological maturity. After meticulous hand sorting, the grapes were destemmed and each pick was fermented separately in small open-top fermenters. Fermentation was achieved using native yeasts with low fermentation temperatures giving soft phenolics and fresh aromatics. After total fermentation time of 22 days, the wines were then racked to 30% new French oak barrels and aged for 18 months.

CLONAL SELECTION
Comprised of Pommard and Dijon Clones 113, 667, 777 and 77A, this diverse blend of clones gives this wine its unique character and serves to show the terroir of our wonderful vineyard very clearly.

TASTING NOTES
Intense and opulent notes of red cherry and spiced red plum mingle with hints of Mission fig and rose petal, showcasing the distinctive Chamisal spice. The palate is rich and luxuriously layered with suggestions of cherry pie, strawberry preserves, and hints of anise, backed by fine and focused tannins that bring balance and length to the finish.

APPELLATION
EDNA VALLEY

VARIETAL
100% PINOT NOIR

CLONES
POMMARD, 113, 667, 777, 77A, 115

OAK TREATMENT
12 MONTHS, 70% NEW FB,
FRENCH OAK

ALCOHOL
14.5%

CASES MADE
2017

RELEASE DATE
5/1/2018

$45

CHAMISALVINEYARDS.COM

2525 Sycamore Road • San Luis Obispo, CA • 800-361-8462 • ©2018 Chamisal Vineyards, San Luis Obispo, CA
Design Comparison

Design inspiration 1: Chamisal

**Pros**
- Colorful, engaging theme and layout
- Bottle shot big enough to read label
- Includes necessary information about the wine
- Main points are highlighted in the primary color so your eyes go directly to it

**Cons**
- Overwhelming amount of text
- Bottle is off to the side, not the center of focus
Design Comparison

Design inspiration 2: DAOU

PINOT NOIR
2019
DISCOVERY COLLECTION

THE WINE  |  The 2019 Discovery Pinot Noir offers a lovely aromatic nose of sweet cherry, mixed strawberry, rhubarb pie and cranberry sauce, all coupled with earthy notes of forest floor, lavender, cardamom spice and truffle. Subtle hints of rose hips, marjoram and pine contribute to an elegant layer of complexity. A juicy yet focused texture unfolds with flavors of dried cherry, raspberry and persimmon tinged with suggestions of kirsch, white pepper, pomegranate and cola. Accents of clove, wild rosemary and black olive beautifully complement the nose and palate.

THE VINTAGE  |  The year 2019 brought heavy rains during dormancy, combined with moderate temperatures and extended hang time, and yielded the latest harvest to date. The ample winter rainfall—close to 40 inches total—gave way to a healthy cover crop that replenished the soils microorganisms level. The climate throughout the growing season was perfect, with temperatures mostly in the 80s and 90s, and not a single day reaching 100 degrees during the entire year. The harvested grapes arrived in exquisite condition, showing no damage, rotting or shriveling. The resulting wines are marked by elegance and power, with moderate alcohol and great acidity that preserve amplified longevity.

DAOU FAMILY ESTATES  |  Family-owned and operated, DAOU Family Estates is committed to producing collectible, world-class wines to rival the most exceptional appellations in the world. Situated on a 212-acre hilltop estate in the Adelaida District of Paso Robles, our remarkable geology, favorable microclimate, and high elevation vineyards described by renowned California vinemaker Andy Beckstoffer as “a piece of uncharted vineyard” are at the heart of this beautiful wine. DAOU’s goal is to make unique, fine wines that honor the history and accurately reflect the potential of the Estate and to craft Bordeaux-style wines that combine Old World tradition with New World techniques.

VARIETALS  |  100% Pinot Noir

BARREL AGING  |  18 months in 35% new French oak

ALCOHOL  |  13.9%
### Design Comparison

Design inspiration 2: DAOU

<table>
<thead>
<tr>
<th><strong>Pros</strong></th>
<th><strong>Cons</strong></th>
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<tr>
<td>Sophisticated layout design that is on brand</td>
<td>Overwhelming amount of text</td>
</tr>
<tr>
<td>Bottle shot big enough to read label</td>
<td>Bottle is off to the side, not the center of focus</td>
</tr>
<tr>
<td>Includes necessary information about the wine</td>
<td>Information is nestled into large bodies of text, making it harder to find</td>
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Process Components

I started my design process in Notability with sketching my design idea onto a document, and then from there I began to work and rework the design with my boss before creating my final layout. I utilized InDesign the most for my project layout and functionality, and then I used vector assets from illustrator and Adobe Stock to create my note graphics. Lastly, I used stock photos from Adobe Stock, and vineyard and winery specific photos came from Tolosa’s business account on SmugMug where their in-house photographer curated any assets that they would need.
Previous Design

TOLOSA

1772 PINOT NOIR 2018
Edna Valley

WINEMAKER NOTES

2018 had a dry start to the year, with most of the rain arriving in spring. As a result, the wet springtime soil postponed budbreak. July was fairly warm which helped initiate harvest at the end of August. The grapes were destemmed, sorted and fermented in stainless steel tanks. The wine was aged for 9 months in French oak barrels, with 19% of them being new. It was essential to use less new oak on the 2018 vintage to achieve balance. On such a vintage, this wine will show the bright red fruit common in Edna Valley as well as the freshness that comes with the cool coastal climate. Tannins are present and they will soften nicely with a little bit of bottle aging.

ABOUT THE VINEYARD

This Pinot Noir is a medley of Tolosa’s estate vineyard Edna Ranch. The estate vineyard is spread throughout the Edna Valley, producing six unique vineyard sections with 60 soil types and a myriad of microclimates. The greater composition of this wine comes from the Hollister and Moretts sections of Edna Ranch, while the balance comes from Steinetta and Moretts Canyon. With an assortment of grapes, this wine features clone 777, HMR, 663, 115 and Pommard. The 777 clone enhances the fruit notes in the wine that were a little shy in the cooler vintage, as HMR, Pommard and 115 help build the structure in the wine.

About TOLOSA

Cowboy dreams of owning a cattle ranch brought Balvin Baggio to Edna Valley. The cool Pacific wind and soil from ancient seabed to Terramore made him realize he was on a frontier of a different sort. Tolosa is the expression of his commitment to spare no effort to craft nuanced and balanced Pinot Noir and Chardonnay of distinctive character to rival any in the world. Our Single Vineyard series of very small lots, artisanal wines invites exploration of renowned appellations and acclaimed vineyards throughout California and confers Edna Valley’s place in this distinguished company.

Color
Ruby

On the Nose
Red Raspberry, black cherry, black tea, hibiscus, roasted sesame oil, graham cracker and a hint of peppermint

On the Palate
Juicy fruit with acidity upfront exhibiting notes of blood orange, and rhubarb progressing to forest floor, blonde tobacco, black tea, crushed oyster shell and potpourri on the finish

Varietal
Pinot Noir

Fermentation
Fermented in stainless open top tanks

Aging
9 months in French oak barrels, with 19% of them being new

Vineyard
Edna Ranch
Design Progression

Bottle in center
Notes on either side
Winemaker notes below
Vintage/Varietal top
Final Design: 1772 Series

TOLOSA
1772 PINOT NOIR 2018

COLOR:
Ruby

CONTENTS PER BOTTLE:
13.3% alcohol by volume
97% grapes per bottle
45 hours that helped
5 standard pourers

AGING:
9 months in French oak barrels,
with 19% of them being new

ON THE NOSE

Red Raspberry
Black Cherry
Black Tea
Hibiscus
Roasted Sesame Oil
Graham Cracker
Peppermint

ON THE PALATE

Blood Orange
Rhubarb
Blonde Tobacco
Black Tea
Crushed Oyster Shell
Pistou

WINEMAKER NOTES

2018 had a dry start to the year, with most of the rain arriving in spring. As a result, the wet spring/timesoil percolated
throughout July was fairly warm which helped initiate harvest at the end of July. The grapes were destemmed,
sorted and fermented in stainless steel tanks. It was essential to use less new oak on the 2018 Pinot Noir to achieve balance.
On such a vintage, this wine will show the bright red fruit common in Edna Valley as well as the freshness that
comes with the cool coastal climate. Tannins are present, and they will soften nicely with a little bit of bottle aging.

ABOUT THE VINEYARD

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the Edna Valley, producing six unique vineyard sections with 60 soil types and a myriad of microclimates.
The greater composition of this wine comes from the Hollister and Moniglet sections of Edna Ranch,
while the balance comes from Stonemedia and Monier’s Canyon. With an assortment of grapes, this wine
features clone 777, HMR, 667, 115 and Pommard. The 777 clone elevates the fruity notes in the wine that
were a little shy from the cooler vintage, as HMR, Pommard and 115 help build the structure in the wine.
Final Design: Single Vineyard

TOLOSA
HOLLISTER - EDNA RANCH 2020
PINOT NOIR

COLOR:
Ruby with a Purple Hue

CONTENTS PER BOTTLE:
13.6% alcohol by volume
972 grapes per bottle
45 hands that helped 5 standard pours

AGING:
9 months in French oak barrels, with 15% of them being new

ON THE NOSE
- Blackberry Tea
- Strawberry Seed
- Blood Orange
- Cherry Pit
- Portcounri
- Crushed Pepper
- Fennel Seed

ON THE PALATE
- Pomegranate Juice
- Black Cherry
- Black Pepper
- Tar
- Thyme
- Leather
- Orange Peel

WINEMAKER NOTES
There is no doubt this Single Vineyard beetling from Hollister – Edna Ranch stands out in the 2020 lineup. The vintage showcases more red fruit with an intense purity. This vintage allows me to embrace my Pinot passion. It is a wine that represents the place. The winemaking approach is to discern one-vineyard blocks within the Hollister tract by harvesting the middle, top and bottom of the slope as they independently reach the ideal ripeness. Each section is fermented separately in fermentation tanks and aged in French oak barrels. We build the blend in the spring to highlight the true components of the Edna Valley terroir: minerality, acidity, and enticing red fruit notes.

ABOUT THE VINEYARD
The Hollister section is named for the iconic California family who played a prominent role in the agricultural history of San Luis Obispo. Located in the core of Edna Valley, the Hollister section of our home vineyard, Edna Ranch, is the closest to the Pacific Ocean, receiving a moderating influence to maintain composed acidity in the grapes. This vineyard site is unique in that it is made up of mostly of chalky limestone soil contributing to the minerality and complexity in this wine. The vines are planted on a slope with a southeaster orientation, allowing the mid-slope to get extra sun exposure offering diverse fruit characteristics and prominent tannins.
Project Reflection

Overall, I really enjoyed working on this project. I definitely did myself a favor in finishing my deliverables before completing 462 because I was able to reflect on my process as I worked through the different activities. Working at Tolosa has opened my eyes to an entirely new world that is so fascinating and has ignited a love for the wine industry, that is full of sophistication and class.

I want to thank Professor Ma for providing us with a detailed framework to keep us on track and providing the necessary guidance that was needed in order to expand upon the elements that I wanted to expand upon. Along with this, I am eternally grateful to June McIvor, CEO of Tolosa, and my two creative directors, Jonathan Rios and Collette Van Gerwen, for inspiring me with the opportunity to do this project and for allowing me to lean into every aspect of Tolosa in order to learn as much as I could during my internship.

I am so grateful for the GrC department for providing me with the knowledge necessary to complete this project in a timely manner, as well as being able to turn it into something that I am extremely proud of. This department is such a special experience and I am so sad that my undergrad time is coming to an end. I’ve loved every minute of it!
Sources


Photo Credits as marked.