



News & Events

University News & Information

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FOR IMMEDIATE RELEASE

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Paso Robles Winemakers Donate to Cal Poly Wine & Viticulture Program

SAN LUIS OBISPO - Leaders at five Paso Robles wineries have joined forces to raise money for Cal Poly's new wine and viticulture degree program. The five recently donated \$4,000 and have pledged to raise \$10,000 more.

Grey Wolf Winery owner and winemaker Joe Barton, Peachy Canyon Winery Director of Sales and Marketing Peter Price, Midnight Cellars Winemaker Rich Hartenberg, Martin and Weyrich Winery Winemaker Craig Reed, and Silver Horse Winery Winemaker Steve Kroener donated \$4,000 to the department in March. Barton is a 1999 Cal Poly fruit science grad, and Price is a 1986 Cal Poly political science grad.

The five raised the \$4,000 through a private golf tournament in 2004. They've pledged to get more local wineries and corporate donors involved in their tournament this year, said Cal Poly Professor Keith Patterson.

"These gentlemen are all good friends who wanted to help Cal Poly and the new wine program, and hit on the idea of a golf tournament," Patterson said. "Last year was their first and they intend to do this annually. They have already lined up corporate sponsors for this year, and expect to raise \$10,000."

Patterson said the five wineries already support Cal Poly through internships and are eager to hire Cal Poly graduates. "To have this kind of support for the new wine program from our local wineries is especially heartening," Patterson said.

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