



RMI

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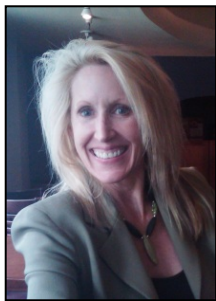
# E-news #033: Winter 2013

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## Executive Director's Update

By Clare Hasler-Lewis



As we bid adieu to winter and celebrate the beauty and new growth of spring, we also celebrate many areas of growth at the Robert Mondavi Institute.

First and foremost, the Jess S. Jackson Sustainable Winery Building is nearing completion. This facility-- unlike any other in the world—will enable our teaching and research winery to be completely self-sustainable. The formal dedication of the Jackson Building will be held on Wednesday May 29. See more about the unique features of the Jackson Building in the [story below by Roger Boulton](#).

In the adjacent teaching and research winery, students and faculty are now processing wine on the world's first wireless fermentation system, thanks to a recently completed \$3.5 million fermentation network designed, built and donated by [Silicon Valley semiconductor CEO T.J. Rodgers](#). This is the most significant gift to the Teaching and Research Winery since its construction.

The Centers within the RMI also continue to grow—both in number and notoriety. Our new Honey and Pollination Center recently held its first advisory committee meeting, during which the Centers' vision, mission and goals were refined. The committee will be working with

executive director Amina Harris to help the Center become self-supporting. In partnership with Roll Global, Founding Member of our Industry Partnership Program, the Center is planning an April 23 conference on the economic adulteration of food. Honey and pomegranate juice (Roll Global owns POM Wonderful) is frequently adulterated, as is olive oil. The Olive Center has been at the forefront of that controversial issue and executive director [Dan Flynn recently appeared on the Dr. Oz show to discuss it.](#)

Finally, on February 17, we celebrated the excellence of two graduate students in the department of Food Science and Technology with Graduate Fellowships made possible through our Industry Partnership Program. Elizabeth Chin, the Roll Global Graduate Fellow and Erica Vonasek, the Del Monte Graduate Fellow, both received [\\$40,000 to support their research in 2013.](#)

There is indeed much to celebrate as the Robert Mondavi Institute enters its 10<sup>th</sup> spring season. Enjoy the sunshine!  
Clare



Clare Hasler-Lewis

## **Jess Jackson Sustainable Winery Building Near Completion**

By Roger Boulton

Construction on the new Jess Jackson Sustainable Winery Building at the Robert Mondavi Institute began a year ago, and by the close of February the building was nearly finished. The Winery is designed and built to be entirely self-sustaining in water and energy.

The Jackson Building will use rainwater captured from the roofs of the RMI, and therefore will draw no water from outside sources. About one million liters will be harvested from the RMI North and South Buildings. It will capture the water in December, January, February, and March then, via a series of membranes will be filtered into reverse-osmosis water over the following six months. As filtration requires power, it will take place only during daylight hours, when the solar panels can provide the necessary energy.



Because the rainwater is very soft, and lacks the hardness or the silica of water from campus wells, the water will be re-used ten times, with a recovery of at least 90% on each filtration cycle.

Constructed with the future in mind, The Jackson Sustainable Winery is designed to receive deliveries of prefabricated

systems as existing technology ages and new and more efficient technology becomes available. “The technology will be on loan,” says Roger Boulton, Professor and Stephen Scott Endowed Chair in Enology, Department of Viticulture and Enology. “Since the University does not qualify for investment credits and cannot claim depreciation, we’re better off finding a company who wants to have their system loaned here, which is why The Jackson Building is so important, because I can actually offer companies a safe and very visible place to *put and demonstrate* it for the world to see.



Roger Boulton

Future plans include the generation of hydrogen, made from water, which will be used to run a fuel cell. (A hydrogen fuel cell, unlike a natural gas-powered one, lacks a carbon footprint.) This means that during the day the building will rely on solar power, and at night it will switch to the hydrogen-powered fuel cell for remaining functions without the use of external power. In addition there will be a carbon sequestration system developed to store all of the carbon dioxide from fermentation into calcium carbonate, or chalk, making the first zero-carbon footprint winery in the world.

When completed, The Jess Jackson Sustainable Winery will also be a very passive building with highly insulated walls and roof, designed to remain below 80 degrees even after a heat event of 4 days of 100 degree temperatures and as such among the most energy-efficient buildings in the UC system.

The Jess Jackson Sustainable Winery Building was made possible by a gift of \$3 million from the Jackson family, in memory of Jess, who passed away on April 21, 2011, was the founder of Kendall Jackson Winery.

## T.J. Rodgers Completes World’s First Wireless Wine Fermentation Network for UC Davis Winery

*(Adapted from January 8, 2013, press release by Pat Bailey, UC Davis News Services)*



Silicon Valley semiconductor executive T.J. Rodgers and his crew of engineers and computer experts from Cypress Semiconductor have continued to fine-tune the innovative fermentation system since it was first installed in 2010. (Karin Higgins/UC Davis photo)

In another advance for innovative winemaking, students and faculty at the University of California, Davis, are now processing wine with the world’s first wireless fermentation system, thanks to a recently completed \$3.5 million network designed, built and donated to the university by Silicon Valley semiconductor executive T.J. Rodgers.

Rodgers, a wine lover and winery owner, is founder, president and CEO of San Jose-based Cypress Semiconductor. Now in its third generation of refinement, the initial assembly of custom-designed stainless steel fermentors was installed just in time for the winery's first crush in 2010. Since then, Rodgers and his crew of engineers and computer experts from Cypress Semiconductor have continued to fine-tune the innovative fermentation system to meet the needs

of the campus's two-year-old Teaching and Research Winery, known for its environmental and technical sophistication.

"UC Davis is the foremost center for enology and viticulture in the world," Rodgers said. "Our goal was to provide it with the most advanced winemaking equipment in the world."

In December 2010, the 34,000-square-foot Teaching and Research Winery received official LEED Platinum certification -- the highest environmental rating awarded by the U.S. Green Building Council. It is the first winery in the world to attain this level of certification. At the time of the winery's completion, it was the highest scoring of any university LEED projects.

The new wireless fermentation network, now with 152 fermentors, puts the UC Davis winery in a class of its own technologically, as well.

"This radically new fermentation system is unlike anything available at the moment to commercial or research wineries," said Professor Roger Boulton, the Stephen Sinclair Scott Endowed Chair in Enology at UC Davis. "It equips us, for the first time, to perform reproducible fermentations with precise temperature control and uniform mixing, which is critically important for consistently producing quality wines," Boulton said.

The 200-liter fermentors are individually equipped with automated temperature control, an automated system for pumping juice over grape skins when making red wines and a sensor that monitors fermentation progress in degrees Brix -- a measurement of sugar content. Data from each fermentor is transmitted wirelessly to a nearby computer control room at a programmable ratio of up to once per minute and automatically graphed on a large monitor in the control room.

Rodgers' \$3.5 million investment in equipment and engineering is the most significant gift to the Teaching and Research Winery since its construction.



A team of Cypress Semiconductor engineers has continued to visit the UC Davis winery to assist with installation and fine-tuning of the fermentors as the system has evolved during the past two years.

Rodgers, an electrical engineer with a doctorate from Stanford, fell in love with Burgundy wine when he was a graduate student. He and his wife, Valeta Massey, operate the Clos de la Tech winery in the Santa Cruz Mountains, specializing in pinot noir. Wines made from grapes grown in the winery's own vineyards carry a silicon chip embedded in wax on the neck of each bottle, representing the most successful chip that Cypress Semiconductor manufactured during that harvest year.

Rodgers' donation to the UC Davis winery has equipped the teaching and research facility to process 50 separate grape lots, each fermenting in triplicate.

"That provides a wine research capacity that has no equal," Boulton said. "With a 10- to 12-week experimental season each year, it's essential that we be able to ferment grapes into wine without delay." Researchers can now undertake experiments involving many different vineyard sites to better understand how climate, soil, grape clone and viticultural practice interact to influence wine composition.

"The fermentors will play a central and vital role in helping us understand, in a way never before possible, how all viticulture research on grape cultivars, climate, and vineyard sites and practices is critically linked to research on wine flavor and chemistry," Boulton said.

Thanks to this new technology, students are becoming familiar with real-time fermentation data in Web-based applications.

"We are incredibly grateful to T.J. Rodgers and the Cypress Semiconductor team," Boulton said. "These fermentors that we now are using for teaching and research will one day become an essential component of every commercial winery."

The UC Davis Department of Viticulture and Enology, the largest and most comprehensive university wine program in the United States, has been at the forefront of international grape and wine innovation for 130 years. It continually partners with industry to develop practical solutions to problems that are of concern to winemakers and consumers. More information about the department, which includes 16 faculty members and enrolls 100 undergraduate students and 40 graduate students, is available online at <<http://wineserver.ucdavis.edu>>.

## Robert Mondavi Institute Awards Industry Partnership Program Graduate Fellowships,

By Andrea Thompson



From left: Michael McCarthy, Carolyn Slupsky, Ali Rejaei, Director of Clinical Development at POM Wonderful, Elizabeth Chin and Ari Mackler, Vice President of Clinical Development at POM Wonderful

The Robert Mondavi Institute for Wine and Food Science is pleased to announce the Industry Partnership Program Graduate Fellowship awards for 2012. Fellowship recipients Elizabeth Chin and Erica Vonasek were honored in a ceremony held on the evening of Wednesday January 9, 2013 in the Silverado Vineyards Sensory Theater. Del Monte Foods and Founding Member Roll Global LLC helped make these fellowships possible.

"The Industry Partnership Program was launched in the spring of 2012 to forge a stronger alliance between select companies in the food and beverage industries and faculty and students at the Robert Mondavi Institute," said Clare Hasler-Lewis, executive director. "We are thrilled to be able to support such outstanding graduate students in this way."

Both Graduate Fellows are in the Department of Food Science and Technology and were chosen through a competitive selection process. They will each receive \$40,000 for one year to support their research.

**The 2012 Roll Global Graduate Fellow:** Elizabeth Chin, a first year Ph.D. student in the laboratory of Assistant Professor Carolyn Slupsky. Ms. Chin's research focuses on Citrus Greening Disease, which is considered to be the most serious citrus disease worldwide.



Ms. Chin earned a double major in Food Science & Technology and Biological Sciences, with a minor in Chemistry, from Virginia Tech in 2012. Roll Global ([www.roll.com](http://www.roll.com)) is the Founding Member of the Industry Partnership Program.

“We at Roll Global are honored to partner with UC Davis’ Robert Mondavi Institute, an academic institution which shares our concern with and commitment to a robust agricultural marketplace that provides healthy, nutritious, and delicious food for the consumer,” says Ari Mackler, Vice President of Clinical Development at POM Wonderful, a subsidiary of Roll Global. “Elizabeth Chin is embarking upon an important project with her advisor, Dr. Carolyn Slupsky, on Citrus Greening Disease. We anticipate that the challenges of this project will provide a meaningful opportunity for Elizabeth to hone her skills as a young investigator while making an important contribution to agricultural and food sciences.”



From left: Michael McCarthy, Steven Bautista, Director of R&D at Del Monte, Nitin Nitin, Erica Vonasek, Amy Schauwecker, Senior R&D Projects Manager at Del Monte and Michael Cabot, Del Monte Process Engineer.

**The 2012 Del Monte Graduate Fellow:** Erica Vonasek, a Ph.D. candidate in the laboratory of Assistant Professor Nitin Nitin. Ms. Vonesek’s research is aimed at developing unique material formulations that can improve partitioning of antimicrobial agents in biofilms, facilitate degradation of the extracellular matrix of the biofilm, and target specific microbes using bacteriophages. Ms. Vonasek received her B.S. in Biological and Agricultural Engineering from UC Davis in 2009.



Amy Schauwecker, Senior R&D Projects Manager for Del Monte ([www.delmonte.com/](http://www.delmonte.com/)) stated, “It was a very rewarding night to present Professor Nitin’s talented student Erica Vonasek with our Research Fellowship Award. We have confidence that she will advance technology with her research efforts.”

“We are pleased to have the opportunity to work with industry leading companies Roll Global and Del Monte,” said Michael McCarthy, chair of the Department of Food Science and Technology. “Our students and faculty are dedicated to working with industry to solve critical issues,” McCarthy said.

For more information about the Robert Mondavi Institute Industry Partnership Program, please contact Andrea Thompson, Industry Relations Manager, at [aehtompson@ucdavis.edu](mailto:aehtompson@ucdavis.edu) or (530)-752-1049.

## Honey and Pollination Center Advisory Committee Creates a Buzz!

By Amina Harris



Our newly formed eight-member Advisory Committee came together for the first time in mid-February. By the end of this meeting, plans were underway for a most exciting fundraiser and friendraiser. Late this spring the Center will host a honey of a meal. The Good Life Garden will be the scene of a huge harvest table through the middle of its wonderful bounty. Diners will eat amidst oranges and lemons, lavender and olives, basil and

squash. Each course will be showcase different honeys from around the world and the bounty of pollinated fruits and vegetables California has to offer. The search is on for a celebrity chef to plan this special meal from Honey Cocktails to California cheeses drizzled with California honey. Check our [website](#) for developing plans, final dates and more!

The committee delved into the challenging task of rewriting our Vision, Mission and Goals – and what a beautiful job! Discussions around each individual item were probing and thoughtful. The beautifully crafted result is below and will appear on the new website, coming soon!

**Vision:**

Establish UC Davis as a global center of excellence and education on bees, honey and pollination.

**Mission:**

The mission of the UC Davis Honey and Pollination Center at the Robert Mondavi Institute, in conjunction with the Department of Entomology's Laidlaw Honeybee Research Laboratory, is to showcase the importance of honey and pollination to the wellbeing of consumers, industry and stakeholders.



The Center will spearhead efforts to gain support and assemble teams for research, education and outreach programs for various stakeholder groups including: (1) the beekeeping industry, (2) agricultural interests who depend on pollination, (3) the food industry, (4) small scale beekeepers, and (5) urban homesteaders.

**Specific Goals:**

1. Optimize university resources by coordinating a multidisciplinary team of experts in honey production, pollination and bee health
2. Expand research and education efforts addressing the production, nutritional value, health benefits, economics, quality standards and appreciation of honey
3. Serve the various agricultural stakeholders that depend on pollination services
4. Help the industry develop informative and descriptive labeling guidelines for honey and bee-related products to establish transparency in the marketplace
5. Elevate the perceived value of varietal honey to producers and consumers through education, marketing, and truth in labeling with the end goal of increasing the consumption of honey

## The Honey and Pollination Center Advisory Committee



From the top: *Ann Evans, community food activist; Paul Coletta, beekeeper, entrepreneur and member of the RMI Board of Executives; Amina Harris, Executive Director of the Center; Doug Vincent, beekeeper and owner of Beekind in the Ferry Building and Sebastopol; Vicky Wocjik, Pollinator Partnership Science Team Member; Mani Niall, Chef and owner of Sweet Bar Bakery in Oakland; Professor Ed Lewis, Faculty Co-chair of the Center and Vice Chair of the*

*Entomology Department; Clare Hasler-Lewis, Executive Director of the Robert Mondavi Institute; Mea McNeil, writer, organic farmer and beekeeper; Eric Mussen, Cooperative Extension Apiculturist for the state of California. Absent: Randy Oliver, commercial beekeeper and writer.*

## “Friends of the RMI” Program Welcomes New Friends

By Kathy Barrientes and Clare Hasler-Lewis

The Robert Mondavi Institute Endowment and “Friends” program continue to grow, providing critical support for the Institute’s operational costs and the wide variety and number of outreach and education events.

Doug and Juli Muhleman, members of the RMI Board of Executives, recently donated an additional \$5,000 to the RMI Endowment. The total RMI Endowment is now \$520,000 with a goal of \$2 million-- half being matched by the College of Agricultural and Environmental Sciences Dean’s Office. The RMI also received its third annual donation of \$5,000 from the Julia Childs Foundation for Gastronomy and the Culinary Arts that will support public outreach and education programs during 2013.

A warm welcome to the new members of our “Friends” program:

### Director’s Circle Members

- Wayne and Jacque Bartholomew (\$1,000)
- Darrell Corti (\$1,000)

### Culinary Circle:

- Maynard Skinner and Cristy Jensen (\$500 renewed)

### Friend of the RMI Members

- Bob and Barbara Leidigh (\$250, renewed)
- Travie and Janet Westlund (\$250, renewed)
- Kathy and Abel Barrientes (\$250, renewed)
- Delta Airlines (\$250 each, renewed)



Wayne and Jacque Bartholomew



We greatly appreciate your support of our outreach and education programs! For more information about the benefits associated with the Friends of the RMI Program and how to join, please visit: <http://rmi.ucdavis.edu/friends>. For more information about giving to the RMI Endowment matching challenge and other giving and planned-giving inquiries, please contact Kathy Barrientes, director of major gifts at (530) 752-1602 or [ksbarrientes@ucdavis.edu](mailto:ksbarrientes@ucdavis.edu).

## **Martin Yan Receives Distinguished Achievement Award from Cal Aggie Alumni Association**

By Clare Hasler-Lewis



Celebrity chef Martin Yan, a Founding Member of the Robert Mondavi Institute Honorary Board, was recognized with a Distinguished Achievement Award from the Cal Aggie Alumni Association (CAAA) on Friday February 1 in San Jose, CA. The CAAA annually recognizes seven outstanding alumni and friends of UC Davis, each of whom has made significant contributions to the campus.

The Distinguished Achievement Award honors a UC Davis graduate whose entire lifetime since graduation reflects exemplary and outstanding performance and achievements. Specific criteria used during the selection process include: 1) a culmination of lifetime achievements, 2) service to the university and 3) community and public service.

Yan, a native of Guangzhou, China, earned his bachelor's degree in 1973 and a master's degree in 1977, both in food science, from UC Davis.

The Chinese master chef is one of UC Davis' most famous graduates, known for his 30 best-selling cookbooks and popular television series "Yan Can Cook," broadcast worldwide. He said his career inspiration came while watching Julia Child on television when he was a college freshman. The fast-chopping chef returns to campus frequently to share his passion for fresh and healthy Asian food. His wit, skills and charitable works are renowned worldwide. He's been recognized internationally for his culinary artistry, his work as a food and wine travel TV host, and earned honorary doctoral degrees from several culinary universities.



A more extensive biography of Mr. Yan can be found at: <http://yancancook.com/mybio.htm>  
Yan's wife, Susan '73, and son Colin '14, are also Aggies. Colin's twin brother Devin attends UC Irvine.

## Dan Flynn Appears on CNN and Dr. Oz to Discuss Economic Adulteration of Olive Oil



Dan Flynn, executive director of The UC Davis Olive Center at the Robert Mondavi Institute, was interviewed on CNN's "The Situation Room" about the economic adulteration of olive oil, (also referred to as "Food Fraud") during the Fancy Food Show in San Francisco on January 22<sup>nd</sup>. According to experts, 65% of extra virgin olive oil is diluted with inferior oil to maintain retail value while diminishing the production costs, Says Flynn, "The question comes down to enforcement and clear standards,

and the US right now has neither."

Watch the video [here!](#)

As a result of his appearance on CNN, Dan Flynn appeared on the Dr. Oz show which aired February 12 to discuss the same topic in more detail. He told the over three million viewers that extra virgin olive oil is the top grade of olive oil because it is natural crushed olive juice; not altered by chemicals, solvents or heat. In the [UC Davis study](#), falsely labeled samples pulled off grocery shelves were described by trained tasters as "musty, waste pond, baby diaper...the kind of things you don't want to get near your salad," Flynn said.

See the full article [here.](#)

## New Olive Oil Testing Program Aims To Boost Quality and Reliability

*Adapted from a Press Release from UC Davis News and Information*



The Olive Center Taste Panel, in the Sensory Theater

The UC Davis Olive Center at the Robert Mondavi Institute has launched a new testing program to provide sensory and chemical evaluation of olive oil samples, an initiative designed to help retailers and wholesalers better ensure the quality of olive oil available to consumers.

Recent studies conducted by the UC Davis Olive Center have indicated that much of the imported olive oils sold at retail stores and wholesale to restaurants is substandard.

"The new testing program will enable the Olive Center to help retailers and wholesalers correct that situation, by providing accurate chemical and sensory testing of commercial olive oils," said Dan Flynn, executive director of the UC Davis Olive Center. "We look forward to confirming the high quality of many olive oils and identifying those olive oils that prove to be of substandard quality."

The testing program, developed with olive-oil retailers and wholesale buyers, processors and importers in mind, is conducted in partnership with the UC Davis Analytical Laboratory, which will perform the chemical testing procedures.

The laboratory is the only analytical facility in the United States providing tests for the compounds 1,2-diacylglycerol (DAGs) and pyropheophytins (PPPs), both of which are standards for olive oil used in Germany and Australia.



In addition, sensory analysis is conducted at the Olive Center by a panel of at least eight trained olive-oil tasters. The sensory panel, led by Sue Langstaff, Owner at Applied Sensory, LLC, examine the olive oil samples for positive attributes such as fruitiness, bitterness and pungency, and defective attributes such as rancid, muddy, musty or vinegary characteristics. The sensory panel provides the standard analysis required by the International Olive Council as well as a full descriptive analysis of each oil sample.

### Cool Storage Especially Important for Bag-in-Box Wines

*Adapted from a Press Release from UC Davis News and Information*



When it comes to wine, if you bag it and box it, you better keep it cool, advise researchers at the University of California, Davis.

In the most comprehensive study to date on how storage temperature affects wines with different packaging systems, UC Davis researchers found that bag-in-box wine is more vulnerable to warmer storage temperatures than bottled wine. Their findings are reported online, [here](#), in the American Chemical Society's Journal of Agricultural and Food Chemistry.

"Earlier research has compared bottled wine with bagged wine or bottled wines capped with different closures, but this is the first comparison of all of the different packaging configurations under different storage temperatures," said lead researcher Helene Hopfer, a postdoctoral scholar in the UC Davis Department of Viticulture and Enology.

"In addition, this was the most comprehensive wine packaging and storage study, examining the effects of temperature on aroma, taste, mouthfeel and color, and correlating those changes with measurements of chemical and physical changes," said Hopfer, who collaborated on the study with enology professors Susan Ebeler and Hildegard Heymann. The researchers used chemical analyses and a panel of trained tasters to analyze how storage at three different temperatures affected California chardonnay in five different packaging configurations: glass bottles with natural corks, synthetic corks or screw caps and two kinds of bag-in-box containers. The wine was made from grapes grown in Monterey County



and fermented in stainless steel tanks, rather than oak barrels. The researchers found that warmer storage temperatures produced the most significant changes in the wine, and those changes were more pronounced in the bag-in-box wine than any of the bottled wine.

Bagged wine stored at 68 and 104 degrees Fahrenheit aged significantly faster than did the bottled wine, becoming darker and developing sherry-like, dried fruit-like and vinegar-like attributes. Many of the observations made by members of the sensory panel who tasted the wine were confirmed by chemical analysis. The researchers found that all of the wines analyzed aged better when they were stored at 50 degrees Fahrenheit.

Constellation Brands and ACI CORK USA provided wine samples and packaging materials. View this story [here!](#)

### **The Walt Klenz Lectureship: Lessons from a Wine Entrepreneur**

*(Adapted from a December 14, 2012, Wines and Vines article written by Jon Tournery)*

Peter Byck, CEO and president of Winery Exchange, was the featured speaker the Walt Klenz Endowed Lectureship Series at the University of California, Davis. Davis, Calif. Byck, co-founder, president and CEO of Winery Exchange, a full-service provider of private-label wine,



**Peter Byck, CEO and president of Winery Exchange, and former Beringer CEO Walt Klenz, at the November 29 Walt Klenz Endowed Lectureship.**

beer and spirit brands for retailers, told an audience of students, faculty and wine industry professionals gathered at the Robert Mondavi Institute on November 29 that private-label wine brands comprise 50% of the retail wine market in the United Kingdom. While private-label wines may not grow to that level in the United States anytime soon (they currently total 5%), Byck believes the potential U.S. market could reach 25%.

Byck's talk was the eighth annual presentation in the Walt Klenz Lectureship Series sponsored by Treasury Wine Estates in honor of former Beringer CEO Walt Klenz. Klenz, who introduced Byck, said the lecture series is intended to present business-related topics at UCD to familiarize students with the many facets of the wine business. Beginning in 2013, the series will expand to two lectures per year, held in spring and fall.

The theme of Byck's talk was "Entrepreneurship in the Wine Industry—Balancing Risk and Reward in an Ever-Changing Market." Byck discussed business lessons learned during the course of his career and tied them to highlights in the Winery Exchange's company history, which began in 1999 in Novato, Calif., where it remains headquartered. The company was founded with the intent of blending extensive industry experience with cutting-edge business practices. The company now has international offices in the United Kingdom, New Zealand and Spain, managing more than 100 brands and 300 products. Winery Exchange produces products in 22 countries on five continents and ships products to 16 countries on four continents.

### **It's Easier to Win in Growing Markets**

Originally, Winery Exchange was intended to be a business-to-business (B2B) company with plans to sell bulk wine through an auction process. "We quickly realized the concept of bulk

wine auctions didn't work as a business model, and we pivoted to the private label wine business," Byck said.

Although the company did not start with the right business model, it was in the right market. "It's easier to win in growing markets," Byck observed as an important lesson learned for a successful business. He noted that U.S. wine sales have grown about 2% over the last year, and have shown sales growth from year to year for nearly two decades.

### **Wine Brands Focus on Quality Sourcing and Production**

Winery Exchange sources domestic grapes and wine from Napa (seven of its sub-AVAs), Sonoma (five AVAs), Lake County, Mendocino County, Monterey County, Paso Robles, Santa Barbara, Oregon and Washington state—and internationally from Argentina, Australia, Chile, France, Germany, Italy, New Zealand, South Africa and Spain.

"We're very focused on quality and production standards. In many cases, we bring up the quality standards of the wineries we work with," Byck said. "Quality wins over the long term."

### **You Don't Need Assets to Succeed**

Winery Exchange owns no winery facilities or vineyards, and just recently it started entering into grape-purchasing contracts. "We're a non-asset-based wine company for the world and act as a one-stop shop for retailers to come to us," Byck explained. Winery Exchange develops and manages private-label brands for U.K. retailers Tesco and Sainsbury's—and for U.S. retailers such as Supervalu (brands include Jenica Peak, Pacific Flyway, Q Vineyards), Whole Foods (carries H&G, Grandmaster, PushPin Rose and others), Cost Plus World Market (Foodies), and many other brands for other retailers.

One of the company's largest private wine brand clients is the Cincinnati, Ohio-based Kroger supermarket chain with more than 2,400 U.S. stores that include Ralphs, Fred Meyer, Food4Less and others. Kroger's private-label wine brands include Hawkstone, Parkers Estate and Arrow Creek.

With success creating private label brands for retailers, Byck observed, "We have this great engine to make wine, and great information technology, and now were leveraging our expertise and technology to create and build our own national and international brands." The company made its first brand purchase in 2011 when it bought the Echelon Vineyards brand from Diageo Chateau & Estate Wines.

### **Byck's Other Lessons Learned:**

- Copy models that work.
- Data and information are critical to targeting the right areas for products and sales.
- Trying new products and models can be valuable, but don't use too much capital.
- Service your customers.
- Use technology and platforms to create efficiency.
- Good company culture and a good team are critical to success. Continually work on your culture by listening to employees.

### **Byck's Concluding Advice:**

- "Work hard, never give up, and be sure to have fun along the way."

Byck is a UCD graduate in computer science and math; he holds an MBA from the Wharton School of Business. Previously Byck was a consultant for Southcorp Wines of Australia and was VP of strategic and business development at Golden State Vintners.

## Friends of the RMI Enjoyed an Evening of Wine and Food at the RMI Holiday Party

By Tracy Diesslin

Friends of the RMI, donors who provide funds that support the most important outreach and research activities, enjoyed good company, decadent wines and savory foods at the first annual holiday party on December 6, 2012 in the Silverado Vineyards Sensory lobby at the Robert Mondavi Institute. Clare Hasler-Lewis, Executive Director of the RMI led all in a toast to celebrate a successful year of expanding collaborations and new partnerships. Decadent rum balls were served by Amina Harris, Executive Director of the Honey and Pollination Center. Guests also enjoyed samplings of sweet California varietal honeys paired with creamy goat cheese and simple crackers.

Dan Flynn, Executive Director of the UC Davis Olive Center, poured UC Davis Sicilian Spiced Olives and UC Davis olivo nuevo. The fresh oil came from olives harvested from the orchard that the Center had planted four years ago. The Institute looks forward to continuing the holiday tradition next year!



RMI Executive Director Clare Hasler-Lewis, and Glenn Nedwin, RMI Board of Executive member, enjoy Continuum, made by Tim Mondavi.

## Is Georgia the Next “New” Wine-Exporting Country?

By Jonathan Barker

This was the question explored by Kym Anderson, featured speaker at the RMI Center for Wine Economics seminar on January 28.

Anderson, who has been affiliated with the University of Adelaide in Australia since 1984, is the George Gollin Professor of Economics and formerly foundation Executive Director of the Centre for International Economic Studies. Additional



Kym Anderson

commentary was provided by Robert Madaeris, founder of Silicon Valley Bank, and who has actual experience with the wine trade in Georgia.



The former Soviet republic of Georgia is reputedly the cradle of wine and has enjoyed at least 8000 vintages. It has also been a major supplier of wine to Russia for at least 200 years, but to few other countries. In 2006, however, Russia imposed a ban on beverage imports from Georgia. Since then this relatively poor country, in which nearly half the population is rural and most farmers (average holding 1.2 hectare) have a vineyard, has been seeking to develop new export markets for its wine. The discussion

assessed the potential for growth in Georgia's wine production and exports, and outlined ways to address the challenges involved in trying to realize that potential, drawing on the experience of other countries that have expanded their wine exports in the past two decades. Implications for policy were also discussed.

Discussion continued at a reception following the formal presentation, where wines from Georgia were available for tasting courtesy of Robert Madaeris.

Slides from the presentation are available on the Center for Wine Economics website:  
[Presentation slides \(pdf\)](#)  
[Paper - CWE working paper 1301 \(pdf\)](#)

## Uncorked Helps Mondavi Center Start 10<sup>th</sup> Season on High Note

The 2012–13 “Uncorked” season started the 10<sup>th</sup> season of the Mondavi Center on a high note with some wines for tasting, from phenomenal wineries, including: [Justin Vineyards & Winery](#), [Chimney Rock Winery](#), [Casque Wines](#), [UC Davis Oakville Station](#), [Carol Shelton Wines](#), [Senders Wines](#), [Boeger Winery](#), [Pine Ridge Vineyard](#), [ZD Wines](#), [Valley of the Moon](#), and the [Robert Mondavi Winery](#).

[We look forward to the next five months, where equally delicious wines will be featured before outstanding performances as shown in the calendar below.](#)

### March

- 7 [Sarah Chang](#), [Michael David Winery](#)
- 19 [Jazz at Lincoln Center](#), [Ramey Wine Cellars](#)

### April

- 5 [Bobby McFerrin](#), [Groth Vineyards & Winery](#)
- 19 [Arlo Guthrie](#), [Trefethen Family Winery](#)

### May

- 3 [Christopher Taylor](#), [Flowers Winery](#)
- 23 [David Lomeli](#), [Francis Ford Coppola Winery](#)



Margrit Mondavi

Donors to the Robert Mondavi Institute who wish to attend an Uncorked event should contact Clare Hasler-Lewis at [cmhasler@ucdavis.edu](mailto:cmhasler@ucdavis.edu) or Tracy Diesslin at [tdiesslin@ucdavis.edu](mailto:tdiesslin@ucdavis.edu).

## RMI Bids Farewell to Nicole Sturzenberger and Kim Bannister By Clare Hasler-Lewis and Dan Flynn

We are sad to bid farewell to two long-time staff associated with the Robert Mondavi Institute: Nicole Sturzenberger and Kim Bannister.

Nicole joined the Olive Center when it was first established, served as an assistant director. In her role, she helped develop and market the UC Davis Olive Oil program, manage the sensory panel, and organize short courses and workshops among many other responsibilities. Nicole took on a new role in July when she and her husband Toby welcomed their first baby boy Johan. Nicole is now working with the Davis Farm to School.

Kim Bannister joined the RMI as my administrative assistant in the fall of 2008 but she wore many other hats during her 4+ years with the institute, including financial overview, event coordinator, and managing the production of the quarterly electronic newsletter. Kim also became a first time mother this past year when she and Ryan welcomed their daughter Isabella into the world.

We will miss the energy, enthusiasm and creativity of Kim and Nicole and wish them the very best!

## **Institute Welcomes New Staff**

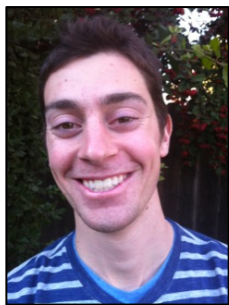
By Clare Hasler-Lewis

The Robert Mondavi Institute is pleased to welcome two additional staff members: Evan White, marketing and communications assistant, and Morgan Rease, undergraduate intern who will be assisting Tracy Diesslin with facility tours.



White graduated with a degree in English from the University of California, Davis in 2012. He is the co-founder of Absurd Publications and was one of the editors of the anthology *All the Vegetarians in Texas Have Been Shot*, to which he was also a contributor. He has appeared regularly on KDVS Radio, first on the “LLAMA Radio Show,” then, more recently, on “Dr. Andy’s Poetry and Technology Hour,” which he also produces. He has written for *The California Aggie*, and now serves as the editor of *The Oddity*, Absurd Publication’s monthly creative journal. He recently joined the staff of the Robert Mondavi Institute for Wine and Food Science, where he maintains

web material and content, creates press material, designs the quarterly and annual publications, and helps market events. He lives in Davis.



Rease is a current UC Davis Undergrad, working on his Bachelor’s Degree in Food Science with an emphasis in Consumer Science. Hailing from Walnut Creek in the East Bay, he is a Northern California native and right at home at Davis. Morgan has interned with the Perishable Foods Council and worked on the T4 Project, an ongoing industry funded tomato research project on campus. Morgan is also an officer in the Food Tech Club, an undergraduate club for Food Science majors, where he holds the position of Activities Chair. Having just started his sophomore year at Davis, he has many more years left in his educational pursuits and is excited to be working with RMI during his time at UC Davis.

We are pleased to have Evan and Morgan as part of the RMI team!



## In Brief



### **James Wolpert Announces Retirement from Department of Viticulture and Enology**

After over 30 years, Dr. Wolpert, a viticulture extension specialist, has chosen to retire in XXXX (June?). During his tenure he was responsible for applied research and grower education programs for northern California. The main focal points to his research were: evaluation of winegrape varieties and clones and the evaluation of rootstocks. Choice of both scion and rootstock are critical decisions in vineyard establishment. His work in rootstock evaluation throughout northern and coastal California has provided the basis for grower recommendations for a range of soil types. Dr. Wolpert plans to continue to stay active in a few important research

areas and complete writing projects. To learn more about Dr. Wolpert's time at the Department of Viticulture and Enology, please visit: <http://wineserver.ucdavis.edu/people/faculty.php?id=16>



### **Practical Brewing Class Sells Out**

Dr. Charlie Bamforth taught another of his sell-out one week Introduction to Practical Brewing classes in January. Fifteen students from across the United States delved into the scientific intricacies of malting and brewing, poured over raw materials and brewed a class ale. The University Extension class will run again in May--though you will have to register for one of the classes in September or December, as May is already sold out. Act now by registering at [UC Davis Extension](#) today!

## **Upcoming events**

- [Uncorked 2012–13 Season](#)
- [Taste the World Series – Italy, March 29, 2013](#)
- [Taste the World Series – South Africa, April 26, 2013](#)
- [Winkler Dinner, May 18, 2013](#). The [Davis Enology and Viticulture Organization \(DEVO\)](#) will welcome guests to the 13<sup>th</sup> annual Winkler Dinner on May 18, 2013. The event is the annual fundraiser for students of the Department of Viticulture and Enology, allowing them to hold educational tastings, take immersion trips to winegrowing regions both local and abroad, along with providing travel grants and DEVO home winemaking endeavors.

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