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MESSAGE FROM THE EXECUTIVE DIRECTOR

2010 has been an extraordinary year for the Robert Mondavi Institute for Wine and Food Science at UC Davis!

Our new Teaching and Research Winery and August A.



Busch III Brewing and Food Science Laboratory were completed in the fall and received LEED Platinum certification. As the only facility of its kind in the world, it launches a whole new era of research and teaching in the wine, brewing and food sciences at UC Davis.

Last year was a very successful year
CLARE M. HASLER-LEWIS for our outreach programs. The

institute hosted numerous symposia, public lectures and tasting events, published the third volume in the Historical Agricultural Book Series and initiated monthly "Uncorked" wine tastings in collaboration with the Robert and Margrit Mondavi Center for the Performing Arts.

The Olive Center continues to be one of the most successful organizations on campus and is now recognized as the premier research/education center for olive oil and table olives in the U.S. The Center for Wine Economics, which undertakes and facilitates research and education about the economics of the production and consumption of wine grapes and wine in California and around the world, hosted the fourth American Association of Wine Economics conference on campus in June.

We completed a new strategic plan last year with a key objective being to establish sustainable funding for continued outreach activities. I am pleased to announce that Dean Neal Van Alfen has agreed to match all gifts to the RMI Endowment up to \$1 million. Our first significant endowment gift of \$100,000 was received from Doug and Juli Muhleman. We hope that others will follow their leadership and take advantage of this wonderful opportunity from the dean to support the continued growth and success of the Robert Mondavi Institute in 2011 and beyond.

MARGRIT MONDAVI

"For a life of enjoyment, we have always combined wine, food and the arts. Now UC Davis has realized the dream with an institute for wine and food science—and we see a museum in the future."

STRATEGIC PLAN

With input from the executive committee, board of executives and faculty from the departments of Viticulture and Enology (VEN) and Food Science and Technology (FST), a new strategic plan was approved.

With a primary focus on outreach, the five strategic objectives for the next 3-5 years will be:

- 1. Host food and beverage related valueadded outreach activities that engage stakeholders, and are developed in collaboration with VEN and FST
- **2.** Host food- and beverage-related outreach events for the public
- **3.** Be catalytic in identifying and facilitating opportunities for extramural financial support for faculty research and student training
- **4.** Create programs that leverage resources, coordinate outreach, and promote synergy with complementary centers and institutes
- **5.** Establish sustainable funding to support RMI programmatic activities
- **6.** Support existing RMI centers to ensure their continued success, and as appropriate, establish new centers that will be financially sustainable



BOARD OF EXECUTIVES

The Robert Mondavi Institute board of executives provides strategic external advice and leadership from diverse perspectives in the wine, brewing, and food industries, and helps build support for the institute and its programs.



Robert Boynton is Adjunct Professor. Applied Economics and Management, Cornell University and retired Senior Vice-President of Marketina and Sales, Leprino Foods Company



Greg Fowler is Senior Vice President of Operations. Constellation Wines. where he oversees production and winemaking



Jane Killebrew-Galeski is Director of Brewina Quality and Innovation for the North American Zone of Anheuser-Busch InBev



Glenn Nedwin is Executive Vice President of Technical Enzymes, Genencor Division of Danisco, and Chair of the Robert Mondayi Institute Board of Executives



Paul Coletta is formerly Chief Marketina and Brand Officer for lamba luice, the world's leading juice and smoothie retailer



Al Giuliani is the retired President and Chief Operating Officer of Ready Pac Produce, a premier marketer and processor of fresh-cut salads. fruit, and vegetables



Margaret Lawson is Vice President of Science and Innovation at D.D. Williamson and past President of the Institute of Food Technologists (IFT)



Warren Quilliam is Director, Supply Chain Excellence MillerCoors, where he oversees total supply chain quality for the organization



Darrell Corti is President of Corti Brothers, a fine wine and aourmet foods Italian grocery store in Sacramento and an internationally known wine expert



Clay Gregory is Chief **Executive Officer** of the Napa Valley Destination Council and former President of Jackson Family Wines



Harold McGee is a world renowned authority on the chemistry of food and cooking and writes a monthly column, "The Curious Cook," for The New York Times



Jean-Michel Valette is Chairman of Peet's Coffee & Tea, Inc., as well as Chairman of Vinfolio, Inc.



Greg Drescher is the Executive Director of Strategic Initiatives at The Culinary Institute of America at Greystone

EXECUTIVE COMMITTEE

The Robert Mondavi Institute executive committee is a group of senior UC Davis faculty that provides oversight and strategic advice to the executive director



JAMES SEIBER Executive Committee Chair (2010)

"We are making significant progress in the coordination of programs between RMI and the founding departments, and with other departments and centers/institutes on campus. I look forward to additional joint activities in 2011, and the great opportunity we have with the August A. Busch III Brewing and Food Science Laboratory and Teaching and Research Winery. This new facility has something for all—faculty, staff, students, and our friends and colleagues from outside the university!"

James N. Seiber (Chair)
Professor and Chair,
Department of Food Science and Technology

Andrew L. Waterhouse (Vice Chair)
Professor and Chair
Department of Viticulture and Enology

Linda Bisson

Professor and Geneticist Department of Viticulture and Enology

Bruce German

Director, Foods for Health Institute Professor, Food Science and Technology

Lovell (Tu) Jarvis
Professor, Department of Agricultural
and Resource Economics

Robert Powell

Professor and Chair Department of Chemical Engineering and Materials Science

Sharon P. Shoemaker

Executive Director California Institute of Food and Agricultural Research

Carl K. Winter

Professor, Extension Food Toxicologist Director, FoodSafe Program Department of Food Science and Technology

HONORARY BOARD



In September, founding honorary board member Agustin Huneeus, owner of Quintessa Estate in Napa Valley, received the highest civilian honor from Chilean President Sebastian Pinera in recognition of his efforts to promote Chile and its wine industry on an international level.

Our honorary board is composed of a distinguished group of thought-leaders whose expertise and industry leadership represent, inspire and honor the institute's vision.

Francis Ford Coppola
Ann and Gordon Getty
Agustin Huneeus
Fritz Maytag
Margrit Mondavi
Paul Montrone
Wolfgang Puck
Martin Yan

NEWS AND EVENTS

UC DAVIS LAUNCHES WORLD'S 'GREENEST' WINERY, BREWERY AND FOODS FACILITY



The new Teaching and Research Winery and August A. Busch III Brewing and Food Science Laboratory opened its doors in the fall.

This newest phase of the Robert Mondavi Institute is the most environmentally sophisticated complex of its kind in the world. The \$20 million, 34,000-square-foot complex is the first winery, brewery or food-processing facility to earn LEED Platinum certification, the highest environmental rating awarded by the U.S. Green Building Council. (LEED stands for Leadership in Energy and Environmental Design.) It is intended to become self-sustainable in energy and water use after all of its features come online. The complex was designed to serve as a test bed for production processes and techniques that conserve water, energy and other vital resources. Its environmentally friendly features include onsite solar power generation and a large-capacity system for capturing rainwater and conserving processing water. Funds are being raised to complete an auxiliary building to house equipment that will make it possible to capture and store all carbon dioxide produced by the winery. A technological capstone for the facility is the world's first wireless wine-fermentation system, an assembly of 152, 200-liter wireless grape fermenters, designed, fabricated and donated by a team of research engineers led by T.J. Rodgers, founder, president and chief executive officer of San Jose-based Cypress Semiconductor.

The new brewery will provide a showcase for the latest in brewing technology, as well as a sophisticated laboratory for conducting research and training students in the science of brewing. It also is intended to provide commercial brewers and suppliers with a small-scale facility in which they can test new recipes or processes. The general foods- and milk-processing laboratories have been designed and built to meet state and federal food- and dairy-grade standards.

The food-processing pilot plant will facilitate research on a variety of topics including alternative food-processing methods and their nutritional effects; nutritional quality and shelf life of fresh-cut fruits and vegetables; nutritional enhancements from food-processing "waste" products; and improved food formulations. The milk-processing laboratory will support research in a variety of areas including separation of milk components into functional ingredients, processing of milk that has been modified by the type of feed provided to the cows, and processing of milk from cows that were bred for specific characteristics.

The new complex was funded entirely by private donations; no state or federal funds were used in its design or construction. More than 150 individuals, alumni, corporations and foundations contributed funds to make the new winery, brewery and food-processing complex a reality.

INSTITUTE RECEIVES \$100,000 ENDOWMENT GIFT



An endowment for the Robert Mondavi Institute was established in 2008. In 2009 the dean of the College of Agricultural and Environmental Sciences, Neal Van Alfen, challenged donors to support the endowment by agreeing to provide up to \$1 million in matching funds. Doug and Juli Muhleman were the

first donors to meet this challenge by generously contributing \$100,000. Doug is a UC Davis graduate who retired from Anheuser-Busch in 2008 after a long career with the company, most recently as Group Vice President of Brewing, Operations and Technology. He serves on the UC Davis Foundation Board of Trustees. Doug and Juli are longtime supporters of UC Davis, and both of their children are UC Davis graduates.

INSTITUTE ESTABLISHES MEMORIAL OFFICE

The late Robert Mondavi was a pioneer and patriarch of the California wine industry, and an ardent and generous supporter of UC Davis. His generosity enabled the university to establish

The Robert Mondavi Institute for Wine and Food Science. We are very fortunate that the Mondavi family has agreed to lend select items of Mr. Mondavi's personal memorabilia to the institute for public display and enjoyment. They are being housed in Room 1025, Sensory Building. Items include Mr. Mondavi's desk and credenza that were in his office at the Robert Mondavi Winery for several decades, as well as various awards, photos, plaques and paintings.

CONGRESSMAN MIKE THOMPSON VISITS



A winter snowstorm in Washington, D.C. presented an unexpected opportunity to host Congressman Mike Thompson at UC Davis on February 11. Thompson represents California's

1st Congressional District, which includes all of Napa, Lake, Mendocino, Humboldt and Del Norte counties, as well as portions of Yolo and Sonoma counties. The Congressman, who is a small-vineyard owner, is the cofounder and cochair of the bipartisan Congressional Wine Caucus, which consists of over 215 U.S. senators and House members.

BROTHERHOOD HONORS MARGRIT MONDAVI



From left, UC Davis Professor Emeritus Louis Grivetti, Margrit Mondavi and Christopher Walsh of Taco Bell, Inc.

PHOTO: TIA GEMMELL, RIVERVIEW MEDIA PHOTOGRAPHY)

The Brotherhood of the Knights of the Vine, the oldest wine-oriented organization in the U.S., seeks to promote the American wine industry and educate members on the benefits and enjoyment of wine. The brotherhood held its Spring Grand Assemblage and Enthronement dinner at the Robert Mondavi Institute

in February. During the event, Margrit Mondavi was honored as the new Supreme Lady of the Vine. More than 80 officers, members, and special guests attended the black-tie gala, organized by Grand Commander Michael D. Doukas of the Chancellery chapter in Sacramento. UC Davis chancellor Linda P.B. Katehi provided welcoming remarks.

ine Spectator

ACADEMIC CONFERENCES

DAIRY TECHNOLOGY DAY HIGHLIGHTS UC DAVIS RESEARCH

On June 10, industry leaders, faculty, students and staff gathered for a day of lectures, panel discussions and networking on dairy technology. "Dairy Technology: California Leading the Way through Strong University-Industry Partnerships" began with welcoming remarks from Chancellor Linda P.B. Katehi and Neal Van Alfen, dean of the College of Agricultural and Environmental Sciences. The topic of the morning session was "enhancing health with pre- and probiotics." A tour of the new LEED Platinum August A. Busch III Brewing and Food Science Laboratory and Milk Processing Laboratory in the afternoon was followed by a session on "processing technologies." Several new faculty members in the Department



of Food Science and Technology were featured speakers. The day concluded with a networking reception featuring a variety of tasty dairy products.

CONFERENCE FOCUSES ON WINE ECONOMICS



Over 150 participants from more than 20 countries gathered at UC Davis June 26-28 for three days of lectures, panel discussions and networking on the topic of wine economics. Organized primarily by Professor Julian Alston, director of the Robert Mondavi Institute Center for Wine Economics, the fourth annual meeting of the American Association of Wine Economists featured more than 100 presentations on topics ranging from vineyard economics to the economics of winemaking, wine prices, wine marketing, related aspects of the economics of food, and even beer. A highlight of the conference was the session on the value

of wine competitions. The event concluded with a trip to Napa on June 28 for tours of several wineries, including Opus One, Cakebread Cellars and PlumpJack.

PUBLICATIONS

HISTORICAL AGRICULTURAL BOOK SERIES RELEASES THIRD EDITION

Cheddar Cheese Making & Elements of Dairying is the third book in the Robert Mondavi Institute's series of historical agricultural works made possible by an anonymous benefactor.

This is the first time that John Wright Decker's two books, Cheddar Cheese Making (1893) and Elements of Dairy (1903) have been published together in one volume. Augmented with newly discovered photographs and biographical information, the book offers a unique firsthand account of how cheese was made in the late 1800s. This exclusive series of books began with the publication of *The Wine Press and the* Cellar by Emmet Rixford in

fall 2008 and was followed in June 2009 by California's Olive Pioneers: Early Essays on Olives and Olive Oil, which recently won the Benjamin Franklin Silver Award for 2010 in both the History and Gardening/ Agriculture

categories. A fourth book is in production.

PUBLIC ENGAGEMENT

"CHEESE LOVES BEER" DRAWS RECORD CROWD



The second annual "Cheese Loves Beer: Mastering the Marriage" tasting event on March 6 attracted a sold-out crowd of more than 80 consumers, students, faculty, and members of the brewing industry. Participants were treated once again to the far-reaching expertise and humorous musings of professors

Moshe Rosenberg (Cooperative Extension specialist, Dairy Engineering and Technology), and Charlie Bamforth (Anheuser-Busch Endowed Professor of Malting and Brewing Sciences). Following their lectures, Rosenberg and Bamforth led a tasting of eight cheese and beer pairings:

- Pierre Robert and Sierra Nevada Kellerweis
- St. Nectaire and Josephs Brau's Dunkelweizen
- Tom de Aquitaine (Clisson) and Anchor Steam Anchor
- Mahon and MillerCoors' Henry Weinhard's Private Reserve
- Red Hawk and Napa Smith's Amber Ale
- Mezzo Secco and AB-InBev's Chelada
- Fourme d'Ambert AOC and Bison Chocolate Stout

BONNY DOON FOUNDER LEADS TASTING



Randall Grahm, UC Davis graduate and founder of Bonny Doon Vineyard, hosted a wine tasting for students and presented a public lecture on Feb. 5. The tasting featured several of Grahm's favorite wines:

Albariño, Le Cigare Blanc, Syrah "Le Pousseur," '05 Cigare Volant, and '07 Le Vol des Anges. The student tasting was followed by a reception and Grahm's public lecture, "Why should terroir matter in the Golden State, where all is sweetness and light (anyways)." Following the standing-room-only lecture, Grahm signed copies of his new book, Been Doon So Long: A Randall Grahm Vinthology.



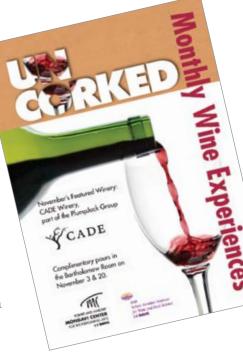
HAROLD MCGEE EXPLORES THE SCIENCE OF EATING AND DRINKING

Harold McGee, an authority on the chemistry of foods and cooking, was the featured speaker during the Spring Lectureship on April 15. More than 200 attended his presentation on "Science and the Experience of Eating and Drinking." McGee writes The Curious Cook column for the New York Times and in 2005 he was named food writer of the year by Bon Appétit magazine. McGee's remarks were followed by brief presentations from professor and wine and flavor chemist Susan Ebeler (UC Davis Department of Viticulture and Enology), professor and sensory scientist Jean-Xavier Guinard (UC Davis Department of Food Science and Technology), and food anthropologist Melissa Caldwell (UC Santa Cruz). The afternoon concluded with a lively panel discussion and Q&A session led by Charlotte Biltekoff, assistant professor in the departments of Food Science and Technology, and American Studies.



RMI, MONDAVI CENTER MAKE FOR A PERFECT PAIRING

Robert and Margrit Mondavi's generosity helped to make both the Robert Mondavi Institute and the Mondavi Center for the Performing Arts a reality. Their philanthropy was grounded in the philosophy that great art, food and wine complement each other and enhance our quality of life. In September the Robert Mondavi Institute and the Mondavi Center launched "Uncorked," a monthly wine tasting collaboration based on that same set of values. The inaugural "Uncorked" event on Sept. 30 featured Robert Mondavi Wines and Genevieve Janssens, director of winemaking for Robert Mondavi Winery, who was recently honored as "Winemaker of the Year" by Wine Enthusiast Magazine. In November, Tony Biagi, director of winemaking for PlumpJack and Cade wines (and an alumn of UC Davis) poured Cade wines.



From left, Axel Borg, Andy Waterhouse, Darrell Corti, and Roger Boulton

PHOTO BY GREG HIRSON



DARRELL CORTI DONATES RARE BOOK

On May 24, Darrell Corti, a member of the Robert Mondavi Institute board of executives and a longtime benefactor of UC Davis, presented a copy of Giambattista della Porta's De distillatione 1608. This remarkable book was donated to honor Professor Roger Boulton and the late Professor James Guymon of the Department of Viticulture and Enology at UC Davis. The highlight of the evening was a rare tasting of brandies that had been made by Professor Guymon, led by Darrell Corti. The four research brandies were made in the 1960s and have been "resting" in the cellar in Wickson Hall ever since.



DIANA KENNEDY DISCUSSES LATEST BOOK

Diana Kennedy, considered by many to be the most knowledgeable native English speaker on Mexican cuisine, wowed a standing-room-only audience on October 28. The occasion of Kennedy's visit was the release of her latest book, Oaxaca al Gusto: An Infinite Gastronomy. During her presentation, Kennedy touched upon a wide range of topics, from the uniqueness of many ingredients in her recipes and the need to preserve rare plant species listed in the recipes, to the use of particular techniques and tools in the recipes. Recipes inspired by Kennedy were prepared by Kurt Spataro, chef and owner of Sacramento's Centro Cocina Mexicana

BAMFORTH DISCUSSES NEW BOOK ON BEER

In December, Charlie Bamforth, Anheuser-Busch Endowed Professor of Malting and Brewing Sciences, UC Davis Department of Food Science and Technology, entertained and educated beer enthusiasts with his latest book, Beer is Proof God Loves Us. Bamforth drew on his diverse knowledge, enlightening readers on the fascinating world of beer. According to Bamforth, "beer enthusiasts never cease to strive for mastery of quality beer. For many, beer is as much a drink as it is a science and spiritual subject."



Brewing professor Charlie Bamforth (right) at the event.

OWNER OF CLOS PEGASE WINERY LECTURES ON WINE AND ART



From left: Jeffrey Ruda, Director, Art History Program; Jan Shrem; David Block, Vice Chair, Department of Viticulture and Enology

In November, Jan Shrem, owner of Clos Pegase Winery, presented a very interesting, vibrant and humorous presentation entitled, "Bacchus the Rascal: A Bacchanalian History of Wine Seen through 4,000 Years of Art". In homage to the age-old intertwining of wine and art, Mr. Shrem created this presentation as a survey of wine's ancient sources and the art it has inspired. Shrem also shared pictures of his personal art collection displayed at the Clos Pegase winery, which includes some of the world's greatest twentiethcentury works of art.

CENTERS UPDATE

CENTER FOR WINE ECONOMICS

http://vinecon.ucdavis.edu

LECTURES EXPLORE WINE BOOM AND BUST CYCLES



From left, Richard Howitt, Peter Hayes, Daniel Sumner

A minisymposium in October examined boom and bust cycles in the world wine industry and addressed emerging opportunities and challenges. Featured speaker Peter Hayes

provided global perspective from his position as vice president and past president of the International Organisation of Vine and Wine (OIV), and perspective as a native Australian who has been a viticulturist for both Rosemount Estates and Southcorp, involved with Australian wine industry research. UC Davis agricultural economists Daniel Sumner and Richard Howitt focused more locally on California resource issues.

SYMPOSIUM FOCUSES ON WORLD WINE MARKETS

On June 25, the RMI Center for Wine Economics hosted "Outlook and Issues for the World Wine Market." During the symposium, a panel of leading wine economists from the U.S., Europe, and Australia discussed how current and emerging issues will shape world wine markets over the coming decades.

OLIVE CENTER

www.olivecenter.ucdavis.edu



The UC Davis Olive Center at the Robert Mondavi Institute promotes collaboration between UC Davis, olive producers, and the community. In just three short years the center has become internationally recognized as the premier academic education, research and outreach organization for the olive oil and table olive industries. Just a few of the many accomplishments of the Olive Center during 2010 included:

- Hosting four industry short courses
- Initiating eight research projects with faculty from across the UC Davis campus
- Release of the President's Blend extra virgin olive oil
- Unveiling a line of olive oil-based body care products
- Establishing an International Olive Council (IOC) certified Sensory Panel. UC Davis will be the only university in North America offering both sensory and chemical evaluation of olive oil

MEETING THE CHALLENGE IN 2011



Robert Mondavi's vision was to provide UC Davis with "a prestigious forum for collaboration between the Department of Viticulture and Enology and the Department of Food Science and Technology."

With our new Platinum LEED Teaching and Research Winery and August A. Busch III Brewing and Food Science Laboratory in full operation, that vision is fast becoming a reality.

There will be many new and exciting opportunities in 2011. The institute will implement the goals and objectives outlined in the new strategic plan. One of those goals—fundraising—is particularly important. The dean's \$1 million endowment challenge is a wonderful opportunity to establish sustainable support for the institute, enabling us to provide extraordinary outreach services for and partnership collaborations with the wine, brewing and food industries in California, the nation and around the world

GLENN NEDWIN

"The Robert Mondavi institute is well on its way to enhancing the quality of life through wine, brewing and food sciences! 2011 looks to be another promising year, especially with the opening of the unique sustainable brewery, winery and food processing facility—guaranteed to be a novel experimental and learning experience for students, faculty and industry. The board of executives is highly engaged in helping the institute forge strategic alliances to facilitate faculty."

THANK YOU

ENDOWMENT MATCH

Doug and Juli Muhleman

FRIENDS OF THE RMI

Director's Circle

Genencor, Glenn Nedwin, Executive V.P.

Sustaining Member

Al Giuliani, Retired President and CEO, Ready Pac Produce, Inc.

Blommer Chocolate

Community Foundation of Louisville, Margaret Lawson, V.P., D.D. Williamson

Gregory Drescher, Sr. Director, Culinary Institute of America

INDUSTRY SPONSORS

Anchor Brewing Company

Almond Board of California

Anheuser-Busch InBev

Bison Brewing Company

Cade Winery

California Dairy Research Foundation

Ceja Vineyards

Centro Cocina Mexicana

Corti Brothers

Dairy Council of California

The Dairy Institute of California

Del Maguey

Hilmar Cheese Co.

Mi Sueño Winery

MillerCoors

Napa Smith Brewery

North Coast Brewery

Robert Mondavi Winery, Constellation Wines, U.S.

Sierra Nevada Brewing Company

Slow Food Yolo

EVENT SPONSORS

UC Davis

College of Agricultural and Environmental Sciences Department of Art History

Department of Food Science and Technology

Department of Viticulture and Enology

Foods for Health Institute

Davis Humanities Institute

California Institute of Food and Agricultual Research (CIFAR)

DEVO

UC Davis Olive Center at the Robert Mondavi Institute

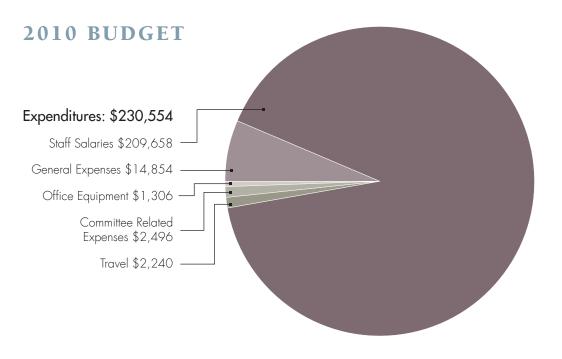
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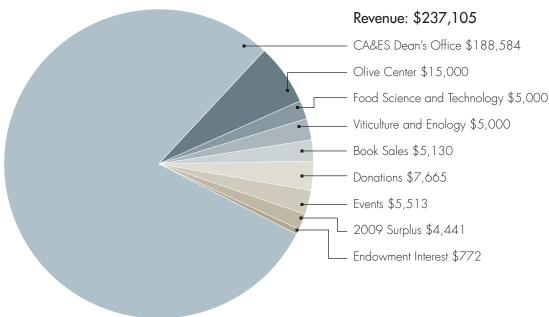
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University Communications

University of California

University of California Press Division of Agriculture and Natural Resources





STAFF

Clare M. Hasler-Lewis

Executive Director (530) 754-6349 cmhasler@ucdavis.edu

Kim Bannister

Program Representative (530) 752-5171 kbannister@ucdavis.edu

Amy Barnett

Administrative Assistant (530) 754-6349 barnett@caes.ucdavis.edu

Kathy Sachs-Barrientes

Director of Development 530-752-1602 office 530-219-3203 cell ksbarrientes@ucdavis.edu

CONTACT US

Robert Mondavi Institute for Wine and Food Science 392 Old Davis Road, Sensory Building University of California One Shields Avenue Davis, CA 95616

(530) 754-6349 tel (530) 752-7080 fax

www.robertmondaviinstitute.ucdavis.edu