



FRESNO  
STATE  
Winery

# Wine 1A

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Fresno State Winery Dir. Sales & Marketing

# Topics



## Current Program

- Graduate 30 winemakers per year
- Fermentation, production, cellar
- 6,500 case winery
- 20 different wines
- Business & Marketing

# Topics



## Accolades

- Pacific Rim
- San Francisco Chronical
- Consumer Wine Awards
- Orange County
- State Fair
- L.A. International

# Topics



## Events

- Hosted
- Community
- Supporting Causes
- Campus

# Wine Styles

Good Wine

Shopping

Storing

Service

Food Pairing

Hosting a Wine Party

Going Wine Tasting



**Dry vs. Sweet**  
**Red, White and Rose**  
**Sparkling**  
**Dessert**  
**Single Varietal**  
**Blends**

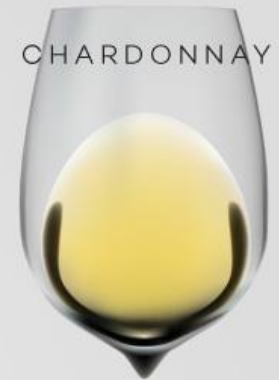
Cabernet Sauvignon  
Chardonnay  
Merlot  
Pinot Noir  
Zinfandel  
Pinot Grigio  
Sauvignon Blanc  
Syrah

Bordeaux  
Chateauneuf Du Pape  
Rhone  
GSM  
Meritage  
New World



# COMMON TYPES OF WINE

WINE 101



← LIGHT AND SWEET

→ DRY AND RICH



← LIGHT BODIED AND FRUITY

→ FULL BODIED AND SAVORY

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**Balance**  
**Length**  
**Complexity**  
**Representative**



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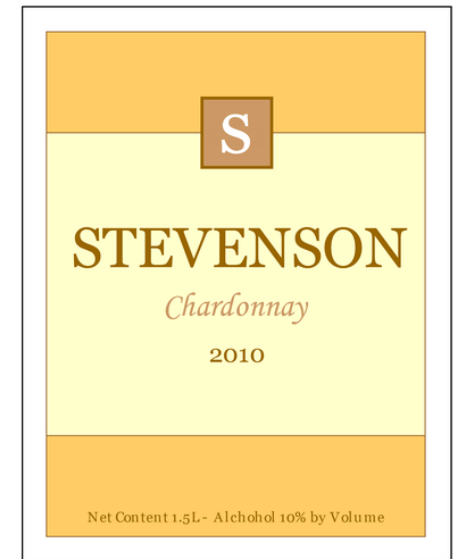
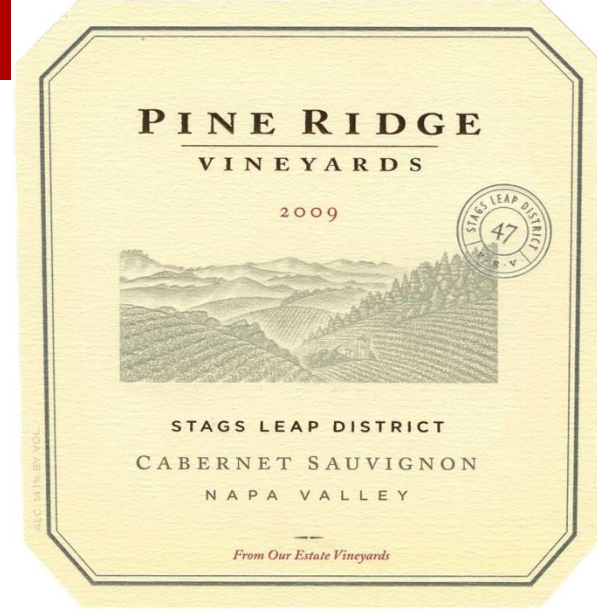
Service

Food Pairing

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**Types of shops and what to expect**  
**Pricing is a good start**  
**Getting to know the labels**  
**Varietal, Blend, Region, Vintage**





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# California Wines

## Age-ability by Variety

### Storage places

### Levels of the hobby

### Off-site storage



### HOW LONG WINE LASTS OPEN



**SPARKLING WINE**  
1-3 DAYS  
*in the fridge with a sparkling wine stopper*



**LIGHT WHITE AND ROSÉ WINE**  
5-7 DAYS  
*in the fridge with a cork*



**FULL-BODIED WHITE WINE**  
3-5 DAYS  
*in the fridge with a cork*



**RED WINE**  
3-5 DAYS  
*in a cool dark place with a cork*



**FORTIFIED WINE**  
28 DAYS  
*in a cool dark place with a cork*



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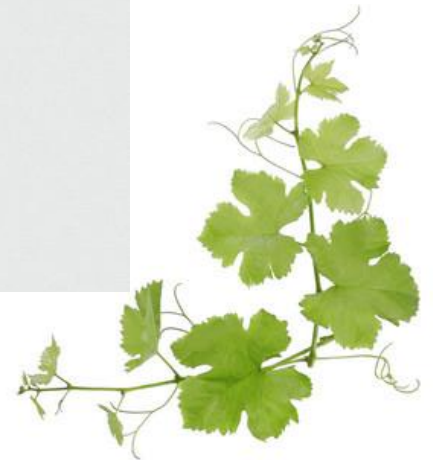
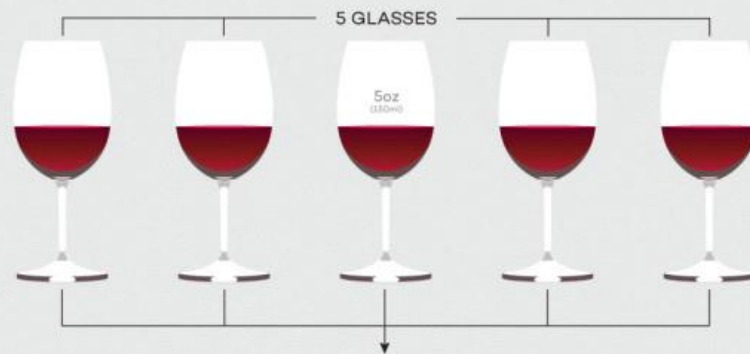
Hosting a  
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Going Wine  
Tasting

**Chilling**  
**Decanting**  
**Filtering**  
**Breathing**



WHAT'S INSIDE  
A BOTTLE OF WINE



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## SPARKLING WINE

'ice cold'

e.g. Champagne, Cava, Prosecco, Cremant, etc

**HINT** Put bottle in freezer 1 hr before opening. The fancier the wine, the warmer it can be.  
38-50° F 5-10° C

## WHITE WINE

'fridge cold'

e.g. Sauvignon Blanc, Riesling, Chardonnay, Grüner Veltliner etc

The lighter and zesty the wine, the colder it can be. Oaked white wines are better warmer. **HINT**  
44-57° F 7-14° C



## LIGHT RED

'cool'

e.g. Grenache, Pinot Noir, St. Laurent, Zinfandel, Burgundy, etc

**HINT** The more fruity the wine, the warmer it can be. Put the bottle in the fridge 30 minutes before opening.  
53-63° F 12-17° C

## RICH RED

'slightly cool'

e.g. Bordeaux, Chianti, Cabernet Sauv., Merlot, Shiraz, Rioja, Douro Reds

High tannin wines smooth out a bit at warmer temperatures. Remember, it's easier to warm your glass than cool it. **HINT**  
63-69° F 17-21° C



Sharing is caring!  
please link back to  
winefolly.com

creative  
commons



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**Think opposites  
Tannins & proteins  
Don't over-shadow  
Break all the rules**



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**Picking a theme**  
**Blind tastings**  
**Blending trials**  
**Appetizers**



DIFFERENT KINDS OF WINE OPENERS



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**Budget to buy**

**Know you tasting fees**

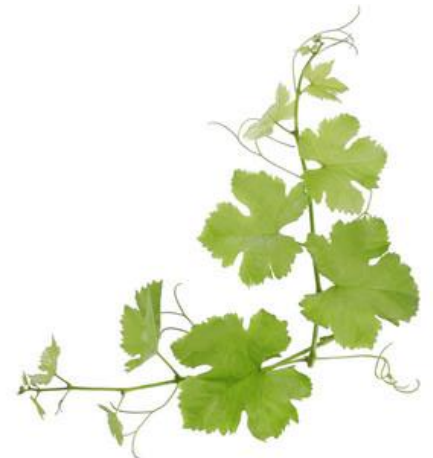
**Schedule a tour**

**Watch what you eat, but bring some snacks**

**Hunt for the remote places**

**Transportation**

**Pace yourself**



# Topics



## We are a Vendor, Online Store with Flat Shipping

- Larger purchases direct 40%
- Online specials
- Easy Shipping

# Topics



## Where to find us

- Farm Market
- Grocery
- Boutique shops
- Restaurants
- Exclusive wines



# Topics



## Our Clubs

- Wine Dogs
- Wine Pups
- Three Ways to join
- Great gift that keeps on giving