



# CRUSHPAD

## CUSTOM WINES

Crushpad's Custom Wine service is designed for professional and non-traditional winemakers including wine enthusiasts, restaurants, retailers and vineyard owners who will work hand-in-hand with Crushpad staff and consulting winemakers to define and create their own unique wines. Crushpad provides the facilities, equipment, staff, winemaking expertise and grapes sourced from world class vineyards.

You work with our winemakers to determine the type and style of wine. Throughout the course of six to 24 months (depending upon the type of wine), you can experience everything from vineyard visits to crushing to aging, blending and bottling – with as much or as little hands-on as you like. Only Crushpad provides this convenient, affordable and ultra-premium winemaking experience – available for as little as one barrel of wine.

From the moment the grapes enter Crushpad, it is really your wine in the making. All custom wines are handled separately from one another, fermented in their own vessels and aged in their own barrels – all according to the plan that we work out with you. The result is an ultra-premium wine that's your own creation and your own brand. But let us warn you now: Winemaking is Addictive.

## SIX STEPS TO CUSTOM WINES

- 1 DESIGN** – First of all we figure out what type of wine you want to create. This can be as simple as “a fruit-driven red for early drinking with bistro food” to a detailed specification of the over 30 sections of our winemaking program. In most cases, it's somewhere in between – requiring an hour or so of thought and writing it down on our Custom Wine Goal Profile.
- 2 PLAN** – Next, we work together to select a grape source and create a Winemaking Plan that becomes our “recipe” and helps us plan and keep track of the many details associated with making your wine. The winemaking plan is your blueprint and we follow it from vineyard to bottle, adjusting when necessary along the way.
- 3 MONITOR** – Then we track progress in the vineyard and report updates to you as harvest approaches in the fall. If desired, we can even schedule a vineyard visit.
- 4 PROCESS** – When the grapes are ready and harvest begins, it is a bit of controlled mayhem and perhaps the most fun you can have while working up a gritty sweat. Fruit is delivered from the vineyard to Crushpad where we sort through the fruit for MOG (material other than grape), de-stem or crush reds and whole cluster press most of the whites. (Yes, you can stomp on your grapes!) This then goes directly into your designated vessels.
- 5 AGE** – After fermentation, reds are pressed and we move them into barrel (most of the whites will be barrel fermented), finish the malolactic fermentation and then age it. Every now and then, you taste, smell and brag about how great the wine is. Since Crushpad staff is watching the wines you never have to be concerned about things like topping off the barrel.
- 6 PACKAGE** – Finally we work with you on packaging: label design, bottle, cork and capsule selection and we turn each barrel into approximately 25 cases of finished wine. Some wines, such as early-drinking whites like Viognier, are ready as early as the spring. Others such as Pinot Noir and Chardonnay may take 10 or more months to age. Syrah often ages from 12 to 18 months, while Cabs can go 18-24 months before they are ready to bottle. Throughout the process we take care of all the legal paperwork, get labels approved, pay all of the taxes and generally just hide all of the complexities of running a winery so that you walk away with tax paid wine that you created in bottles with your brand.

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## THE BEST GRAPES

Our latest list of vineyard sources is available on our website ([www.crushpadwine.com](http://www.crushpadwine.com)). We've spared no expense or effort in obtaining some of the finest examples of varieties. In most cases there is tremendous competition for the grapes and our allocations are modest. So, to maximize your options, it's important to get orders in early or your preferred source may become someone else's wine!

## THE LOWEST COST

You don't need to be a wine industry supply chain expert to realize that all of the people between the grower and the wine consumer create a lot of mouths to feed. As a community winery, Crushpad bypasses the traditional model and passes those savings on to you. Pricing is based primarily on your selection of key variables like vineyard source, barrel type and packaging. We work in barrel sized lots because that's the minimum necessary to achieve our quality goals. Each barrel yields about 25 cases, or 300 bottles. Per bottle pricing ranges from \$13 to \$24, with most wines in the \$14-\$16 range – far less than the \$30 to \$150 you'd pay for these wines at retail.

## MY CRUSHPAD

This is the really cool part. Crushpad offers a web-based system called MyCrushpad that allows you to monitor and manage your wine remotely. You'll be able to create your winemaking plan online, see pictures of your grapes while they're still on the vine, access the dozens of statistics (like sugar, acids, fermentation temperatures, etc.) our winemakers use to make decisions about handling the fruit. You'll be able to check on your wine at every stage from the vineyard to the barrel to the bottle no matter where you are.

## HELP SELLING YOUR WINE

For winemakers who are launching brands around their Custom Wines, Crushpad is launching a service called Crushpad Commerce that helps you with the regulatory, legal, logistics and distribution issues involved in marketing and selling your wine.

## WHAT DO I DO NEXT?

Call us at 415-864-4232 or drop us an email at [makewine@crushpadwine.com](mailto:makewine@crushpadwine.com) and we'll answer whatever questions you have and get you a Custom Wine Goal Profile to start the process. Remember that harvest is in the fall, but it's important to reserve grapes and space as soon as possible.