

HOT OFF THE PRESS

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Hello again....

Welcome to Summer everyone! Life is good, albeit exciting, here at Bin To Bottle. Construction is underway on our new, 25,000 square foot barrel room directly adjacent to the winery. If you have never seen the construction of an "engineered building" the speed of the daily progress is truly amazing to watch. Each day significant events take place and we get closer to our October completion date. Once finished, the job of making your wine will be more efficient and easier in our beautiful new facility. To say everyone is eager to get to work in the new barrel room is an understatement.

Enough about constructing a building how about making some wine! This year's crop looks like it will be much heavier than last year's (kind of like the Lakers trophy case with more NBA Championship hardware in it). I hope you are all as eager as we are for this year's harvest; to see some good yields and make some great wine. Please feel free to stop by and check out the barrel room construction, taste your wine, or just say hi and have a cold beer!

Cheers,
Adam

Construction Well Under Way at Bin to Bottle



Steel columns and the roof being set at 130 Camino Dorado, home of Bin to Bottle's new 25,000 sq. ft. barrel storage facility.



Contact Us - We would love to show you around Bin to Bottle

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Toshi's Playground CCOF (California Certified Organic Farming)

Bin to Bottle always takes pride in being forward thinking which makes us proud to be a CCOF organic certified handling, processing, packaging and storage facility. The importance of sustainable farming and production practices comes up more and more often. If you have organic certified grapes and you wish to produce your wine organically certified, the process is quite simple. To get your wine CCOF organic certified is a relatively painless task. The organic production standard has three different labelling categories: "100% Organic", "Organic" and "Made with Organic (specified ingredients)." Wine that is sold, labelled or represented as one of the three categories must comply with USDA National Organic Program Standards. The following non-organic substances are allowed in or on processed products labelled as "Organic" or "Made with Organic."

Additives: acids, tartaric acid, yeasts, nutrient vitamins and minerals, calcium carbonate, L-malic acid, enzymes, hydrogen peroxide, lysozyme.

Fining agents: bentonite.

Filtration media: diatomaceous earth.

Gas: nitrogen, oxygen, CO₂, ozone.

Cleaning & sanitizing agents: ozone, peracetic acid, phosphoric acid.

For use in wine labelled "Made with Organic Grapes": sulfur dioxide is allowed to be used up to 100 ppm TSO₂.

This is just a small part of what we are allowed to use under USDA National Organic Program Standards. All products you are planning to use in your winemaking program have to be approved by CCOF prior to use. All documents you submit to CCOF need to declare that the products are not genetically engineered microorganisms or irradiated.

There are many Scott Lab products which are already organically certified and their certifications are easy to download from their website. If you are interested in CCOF certified programs please contact me and I will be happy to walk you through this process in more detail.

Toshi Wakayama
Enologist

Rockin Out with Kyle Laird

Hi All,

We're quite excited about a few new things going on here at B2B. Of course our new VA reduction/sweetspotter has been put to work and the results are terrific. It is wonderful to have the latest technology in our hands to fine-tune your wine when necessary. Also, we broke ground on our new Barrel Warehouse. As of this writing the slab and footings are poured and the building's erection has begun. It is moving along very quickly and before you know it we'll be moving your barrels into their new home!

We have reinstalled and improved the winery sound system so we are "rocking out" once again. Music! Flowing from the lab to the cellar. From shovelling out tanks to filtering wine, the right music for the process definitely plays a part in the "happiness quotient" around here and some say in the end result of the task at hand. In passing the other day I overheard a comment from one of our winemaker clients: "It's good to hear music out in the cellar again." Music affects us in ways we sometimes don't realize, playing an important role in our daily actions, decisions and moods.

I started thinking about the winemaker's comment while I was operating our Reverse Osmosis machine and it made me realize that "sweetspotting" shouldn't only refer to our new filtration process. Like our state of the art equipment here at Bin to Bottle many things affect the end result of a great bottle of wine. A good bottle of wine ultimately brings joy. Shouldn't the act of winemaking include positive inspiration? In this case, music is one of the hidden elements on the palette of a winemaker. Good wine and art have similarities. A good painting or a memorable glass of wine is often a catalyst to thought. Wine can be a simple reminder of how important joy in life is.

So does the positive vibration of good music play a part in it all? Who knows but I choose to believe it does. Everything from state of the art equipment to state of mind plays a part. A friend and mentor once told me, "making a great bottle of wine involves a thousand small steps." At Bin to Bottle, musical enjoyment while making wine is one of those small steps.

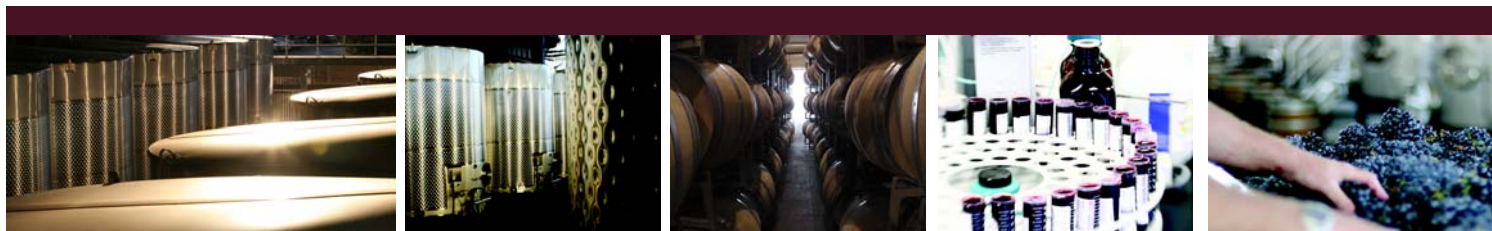
BTB's investments in new technology and a new 25,000 sq. ft. barrel facility are definitely signs of success. In the pursuit of JOY, we at BTB are enthusiastic about all the new additions at the winery *including* the **Rockin'** new sound system.



Just another day at Bin to Bottle.

Positivity,

Kyle Laird



Wine Bottle Basics – by Erica Harrop

Bottle selection is one of the most critical factors in building a wine brand. The quality, color, and shape of the glass not only must convey the character of the wine, it must also complement the design and composition of the total package. Despite its importance, however, bottle selection is often left to the last minute, and the criteria are not well understood. Hopefully, the following will help.

The Basics. There are three broad categories of glass: 1st Tier, often referred to as European glass, 2nd Tier, and 3rd Tier. Because Europeans have been manufacturing wine glass for over 100 years, these bottles are generally of the highest quality and considered worth the cost. Availability and timing can be issues when ordering European glass, due to supply and shipping factors. Second-tier bottles are generally regarded as a high-end value product, basically reproductions of classic European glass, but with a lower price point due to design simplification, mass production, lighter weight glass, or country of manufacture. Bottles assigned to the 3rd Tier fall into the “commodity” category, and are usually manufactured in very large volumes for very large producers of less expensive wines. American-made bottles fall somewhere between 2nd Tier and 3rd Tier glass because economies-of-scale are most important to these manufacturers. While price may be attractive, there is little flexibility in orders, and mass production can lead to less attention to aesthetic quality measures.

The Criteria. There, also, are three distinct factors you should consider when selecting bottles: Price-Value, Technical, and Service. The price-value equation includes the aesthetic appeal you want your wine to have vis a vis the bottle price category you can afford. While this may seem self-evident, wineries will very often go through a laborious selection process and choose, for instance, an elegant European bottle only to discover the price is out of the range they can afford for their wine’s price point. So, it’s important to project what your wine will sell at before beginning your search. You might also keep in mind my motto: Always present a package that looks more expensive than it is. For instance, my company offers several options for high-end, lighter-weight glass, but at the 2nd Tier price point. There are many technical factors to consider in glass selection, including fill level, bottle diameter (pertaining both to equipment and consumer appeal), ring size, bottling line, among others. If you’re unsure how these factors play out in your particular circumstance, give me a call. I’ll be happy to explain any or all of them in more detail. Obviously, finding a glass resource that has both the volume and availability you need is of paramount importance when it comes to service. Suppliers may have a particular bottle in stock when you make your initial call, but when you actually place your order, their inventory may be sold out or committed to others. You can avoid this by planning ahead. Knowing the quantity of bottles you will require is equally important, since price is directly related to the ordered volume. I’ve had frustrated winemakers complain about suppliers who quote a specific price for a bottle, but then can’t deliver because the volume is too low to qualify or the stock was never available to begin with. Again, planning ahead eliminates these headaches. Of course, working with a knowledgeable supplier is probably the best criterion when it comes to service. As a UC Davis-educated former winemaker, I have first-hand knowledge of the issues wineries face, as well as all of the packaging issues involved in glass selection. And, yes, I’m at your service.



Erica Harrop provides Bin to Bottle with business development services and is founder of Global Package LLC...

Crushpad Commerce Member Services

- Fruit sourcing and viticultural consulting
- Consulting winemakers
- Real-time winemaking portal via crushnet.com
- Full compliance and reporting
- Direct to consumer licenses in 35 states
- Reporting, excise tax collection
- Liability insurance
- Managed shopping cart, wine club and allocations
- Online wine marketplaces
- Brand development
- Temperature controlled case good storage
- Full service shipping integrated with eCommerce and compliance
- UPS, FedEx and LTL shipping
- Real-time inventory visibility

Winemaking with Bin to Bottle

- Alternating proprietorships
- Crushing, pressing, juicing
- Tank and barrel fermentation
- Full service wine laboratory
- CCOF – organically certified facility
- DSP permitted facility
- Full service GAI bottling line
- Winemaker Concierge™
- Cross flow & plate/frame filtration
- New, 400 sq. ft. tasting room (2009)
- Full time quality control enologist
- Temperature controlled and humidified barrel aging
- Temperature controlled stainless storage
- Numerous wine treatment services i.e. alcohol reduction, VA removal, etc.



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