

HOT OFF THE PRESS

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Winemaker Concierge™ Update

As mentioned in Issue #1 of HOTP the goal of our Winemaker Concierge service is to simplify the life of our Winemaker clients. Consider life "simplified!" The semi-private workstations have been completed, the high-speed wireless network is whirring away and Verizon has fired up the new cell tower. Dry cleaning services and lunch ordering are all available at this time. Most importantly, the Kegerator is within steps of your workspace with plenty of frosty pint glasses ready to be filled. Below are a few pictures to entice you to come on down and enjoy your new, Winemaker Lounge!

Hello again....

Greetings and welcome back to "Hot Off the Press". Spring is in the air and Mother Nature has been busy and has brought us some much-needed rain to raise our precious water tables. This encouraging weather bodes well for the upcoming harvest, which will be upon us in no time. We look forward to seeing more of all of you. We have been too, pulling together the Winemaker Lounge. It is now complete so please come down to have a look around at the new digs and pull yourself an ice-cold draft from the Kegerator.

In this edition of HOTP you'll be reading the first installment of "Toshi's Playground" in which our enologist, Toshi Wakayama, discusses various trends and technologies in winemaking. Also included will be a column by Alan Baker, Crushpad's envoy here in the Napa Valley at Bin to Bottle. Alan will provide insight into what Crushpad Commerce can do for you.

Enjoy and, as always, feel free to contact me directly with any questions, comments, or ideas.

Cheers,
Adam



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

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Toshi's Playground New Technologies at Bin to Bottle

Spring is right around the corner and bottling is not far behind. Bin to Bottle has just acquired two new technologies that can help with any of your pre-bottling needs. I hope you will be as excited about them as I am. We recently purchased a crossflow filter, for state of the art filtrations, and a reverse osmosis (RO) machine for alcohol reduction, wine concentration, volatile acid (VA) reduction and other wine and juice adjustments. Let me give you a brief rundown of the capabilities and uses of the two machines.

Crossflow Filter

In crossflow filtration wine flows tangential to a membrane under pressure at high speed. Only wine and particles below a certain size get through the membrane. This is called the permeate. Anything trapped in the membrane will be back-flushed and sent to a discharge cylinder. The first time I used this machine, I filtered about 4,000 gallons of 2007 Syrah and got about 40 gallons



Crossflow Filter

New Technologies (Cont.)

of dirty wine from the discharge cylinder. This loss of about 1% is far lower than that of a typical filtration on a plate and frame or DE machine. The wine happened to have a relatively high sugar, so if a wine were dry and clean, the loss would likely be less. Crossflow filtration also has the added benefit of wine being filtered in one pass, as opposed to multiple passes on other filtration equipment, which means less handling of the wine and lower impact on wine quality.

Reverse Osmosis Machine

Wine flows over a RO membrane under pressure in a closed system, not unlike a crossflow filter. Basically, what this machine does is separate the wine into a permeate and a retentate. The permeate, which passes through the membrane, consists of small molecular components of the wine such as ethanol, water and acetic acid (the main component of VA). The leftover material, which consists of larger molecular components, is called the retentate. VA and alcohol reduction are done by treating only the permeate. The VA is removed by anion exchange on a resin column, and a distillation process removes the alcohol. Because the VA reduction is done in a closed system, it is considered a filtration process. On the other hand, since there is distillation involved, the alcohol reduction requires a Distilled Spirits Plant (DSP) license from the Alcohol and Tobacco Tax and Trade Bureau (TTB). This is why we've had to send our wine to other facilities with a DSP permit in the past. When we've sent wine to other facilities for treatment, we've had the following concerns:



1. Sanitation - While most VA reduction facilities are very professional and well run, it's always scary to leave the sanitation of equipment in the hands of others. This is especially important in the case of VA reduction, because the facilities dealing with a lot of high-VA wine from many wineries most likely have a higher chance of microbial contamination.

2. Oxygen Pickup - Most winemakers don't want to see their treated wine come back to the winery with very high dissolved oxygen. Keeping the wine at Bin to Bottle helps maintain lower dissolved oxygen.
3. Transportation - The costs and risks associated with transporting wine in a tanker truck are very real. Both sanitation and oxygen pick up are concerns here as well.
4. Scheduling - Besides having to schedule for time at the processing facility, there's the complexity of scheduling the trucking. All that is eliminated, as the wine never has to leave Bin to Bottle.

Now, with our DSP license, we can do all the wine work here at Bin to Bottle, ensuring that the same level of quality and attention to detail that we use throughout the year is continued through these procedures. As many of you might already know, we go through a three step cleaning cycle as our SOP: Chemco 101 [caustic & peroxide], rinse, citric, and final rinse. We use either ozone or Mandate [acid sanitizer] for the sanitation after the cleaning cycle. Per client's request, we will also sparge all lines, pump, and tank with nitrogen, argon or CO2 before moving the wine. We can also monitor oxygen pick up with our DO meter. All of this is to assure our clients that their wine is being treated with the utmost care.

Cheers

Toshi Wakayama

Lab/Bottling Supervisor



CrushPad Commerce: Free Your Mind, and Your Sales Will Follow

You know the old joke: Man on the street in Manhattan asks a passer-by "Pardon me, how do you get to Carnegie Hall?"

Guy answers, "Practice, Practice, Practice".

Q: What does it take to sell your wine in a crowded marketplace?

A: Focus, Focus, Focus.

Who are the successful wine brands? Are their wines really better than yours? There is a direct correlation between the time put into selling and the success of a wine brand. It might be contentious, but we believe that besides winemaking, selling is the most important thing you can do to build your brand and generate revenue.

That's why we created Crushpad Commerce. Our goal is to have you spend as little time as possible dealing with administration and get you out there telling your story like no one else can. We've taken all of the administrative tasks that a wine brand must contend with – licensing, compliance, fulfillment, ecommerce and direct to consumer marketing – and wrapped them up in a simple service.

Focusing on revenue generation sounds obvious but this can be the trickiest part of maximizing profit for small wine brands. I think it's a conservative estimate to say that 50% of what we do to keep our businesses running doesn't actually generate revenue. Time is precious and when legal, operational, or logistical snags pop up, you can see your sales and marketing efforts suffer.

You may have intimate knowledge of how to stitch together your compliance partner with your E-commerce storefront, and then get it all integrated with your shipping service. And once you've got that all figured out, you could probably get your monthly reports pulled together to generate checks to take care of taxes due. However, for the existing small brand, or those just getting ready to launch, these operational issues can be serious hurdles to making quick progress and they take valuable time away from brand building.

Crushpad Commerce supports your winemaking activities with production licensing, E-commerce/shopping cart implementation, case good storage, and fulfillment. We also handle financial transactions and filing all the paperwork related to compliance and reporting. It's one contact point for all your core business operations.

If you'd like to schedule a time to talk about how Crushpad Commerce can help free you up to focus on revenue generation, give me a call anytime. I'm at Bin to Bottle to help solve these kinds of problems for you.
Email: alan@crushpadwine.com – Phone (415) 694-1316.

Cheers,
Alan Baker



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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