Indiana’s wine industry and the Purdue Wine Grape Team have grown up together. Literally. From humble beginnings just 25 years ago, Indiana’s wine industry now contributes more than $100 million a year to the state’s economy. The Purdue Wine Grape Team, through an innovative collaboration between one of the country’s largest land-grant universities and the state-supported Indiana Wine Grape Council, is composed of Purdue Extension specialists in winegrowing, winemaking and wine marketing.

The need: To assist commercial grape growers and winemakers, fostering growth of the wine industry throughout Indiana and the entire Midwest and providing leadership throughout. As the wine grape industry has boomed, growers and vintners have demanded up-to-date information on new grape cultivars, sustainability and pest management, winemaking techniques, marketing strategies and other assistance. The Purdue Wine Grape Team partners with the Midwest’s wineries. We provide our cutting-edge expertise to advance the industry’s vitality. We help stage national wine events, competitions, industry workshops and international Extension tours.

“Having an American Viticultural Area declared for the Indiana Uplands truly shows just how important our vineyards are to our agriculture industry in Indiana. With over 600 acres of grapes planted in the state, we have seen this segment of the industry expand significantly. I’m encouraged that we will see even more vineyards and wineries be developed throughout the state in the years to come.”

— LT. GOV. SUZ ELLSPERMAN, INDIANA SECRETARY OF AGRICULTURE
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**What Purdue Delivers for Indiana’s Wine Industry**

<table>
<thead>
<tr>
<th>Wine Industry’s Annual Impact on Indiana Economy</th>
<th>100 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottles of Indiana-Made Wine Sold Annually</td>
<td>8 Million</td>
</tr>
<tr>
<td>Number of Indiana Wineries Expected by 2019</td>
<td>100</td>
</tr>
<tr>
<td>Number of Purdue Students Taking Wine Appreciation Class Each Year</td>
<td>600</td>
</tr>
<tr>
<td>Number of Wines at 2013 Indy International Wine Competition at Purdue</td>
<td>2,200</td>
</tr>
</tbody>
</table>

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**The Grapevine**

Wine sales are rising 15 percent a year in Indiana. The number of Indiana wineries has surged to more than 75 today from just nine in 1989. The future looks even more promising.

- **1971:** Small Winery Act passes in Indiana, allowing small family wineries to open and sell their Indiana-made wine directly to the public.
- **1975:** Indiana Winery and Vineyard Association (IWVA) is founded for the purpose of unifying the voice of the wine and grape industry in Indiana.
- **1989:** Partnership formed between state of Indiana and Purdue University through the Indiana Wine Grape Council, creating the Purdue Wine Grape Team.
- **2008:** The Purdue Wine Grape Team introduces Traminette as Indiana’s state signature grape and wine. Two years later, French Lick Winery’s Traminette won White Wine of the Year at the Indy International Wine Competition, beating 2,000 other wines from 15 countries.
- **2011:** Traminette won 27 medals at Indy International Wine Competition. Of those, 13 were Indiana Traminettes, including French Lick Winery’s vintage, which won White Wine of the Year, beating 1,000 other wines from 15 countries.
- **2012:** Men’s Fitness magazine ranks Purdue’s Wine Appreciation Class (FS 470) among the Top 6 Cool College Classes About Alcohol.
- **2013:** Indiana Uplands gains designation as American Viticultural Area (AVA). Grape-growing region includes 4,800 square miles, 17 wineries and 19 vineyards.

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$100 million

Wine industry’s annual impact on Indiana economy.

8 million

Bottles of Indiana-made wine sold annually.

100

Number of Indiana wineries expected by 2019.

600

Number of Purdue students taking wine appreciation class each year.

2,200

Number of wines at 2013 Indy international wine competition at Purdue.

---

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Winemaking is a millennia-old practice that combines the perfect balance of tradition and innovation. Where science and art intersect to produce the most value-added product of modern agriculture.

Industry-experienced Extension specialists from the Food Science and Horticulture departments at Purdue are at the ready to consult on enology (winemaking), viticulture (grape growing) and wine marketing.

**Purdue Extension**: We transform lives and livelihoods through research-based education.

**OUR TEAM**
from grape to glass

Winemaking in Indiana was a nonexistent industry when we started — without a lot of collaboration. Today, the many collaborations that now exist with the help of the Purdue Wine Grape Team are helping to build the industry.”

— TED HUBER, OWNER, HUBER’S ORCHARD, WINERY & VINEYARDS
DR. CHRISTIAN BUTZKE
The Purdue Wine Grape Team’s Professor of Enology, Butzke is a past president of the American Society for Enology and Viticulture and current chairman of the Indy International, one of the largest wine competitions in the Western Hemisphere. His Extension responsibilities include the planning and teaching of a wide variety of professional engagement activities from local winery consultations to global winemaking projects. He is editor of the technical book “Wine Making Problems Solved” for commercial winemakers, and author of the textbook “Wine Appreciation,” written for the more than 600 undergraduate students he teaches every year.

Prior to teaching at Purdue, Butzke was Director of winemaking for Sakonnet Vineyards in coastal New England, an award-winning commercial winemaker and one of the foremost enologists in the U.S., he has been featured in The Economist, New York Times, Financial Times, Wine Spectator, Rolling Stone, Food and Wine and many other publications.

Prior to making wine professionally, he was a tenured faculty member in the world-renowned Department of Viticulture and Enology at the University of California, Davis, where he conducted his well-known research on wine-shipping conditions, cork taint and wine yeast nutrition. He is co-founder of the Joint Burgundy-California Oregon Winemaking Symposium, and served on the managing committee for the Unified Wine & Grape Symposium, the largest annual conference for the American wine industry.

Consulting expertise
- Fine Winemaking Practices and Styles
- Fermentation Techniques
- Wine Sensory Evaluations and Judging
- Off-Odor and Haze Rectification
- Blending Decisions/Bottling Preparation
- Equipment Purchase Advice

Select Extension Publications
COMMERCIAL WINE PRODUCTION SERIES
- Wine Storage Guidelines
- Preventing Refermentation
- Chlormene Use in the Winery
- Cork Quality Control
- Fining with Bentonite
- Treatment of Film Yeasts
- Use of SO2 in High pH Wines
- Wine Barrel Maintenance
- Wine Cold Stability Issues
- Traminer Winemaking
- Wine Aroma Descriptor Manual
- Ethyl Carbamate Preventative Action Manual
- NOFA Method for Yeast Assimilable Nitrogen
- Cork Sensory Quality Control Manual

International Extension Courses
- Italy for Wine Industry Professionals
- Chile and Argentina for Wine Industry Professionals
- New Zealand for Wine Industry Professionals

Learning
- Food Science 470 Wine Appreciation
- Food Science 506 Commercial Grape and Wine Production
- Food Science 564 Commercial Food and Beverage Fermentations
- Food Science 491 Study Abroad: Food, Wine and Culture of Italy
Recent online presentations:
- Climate Change and Winemaking
- Ozone — Risks and Rewards
- Wine Quality — The Science of Funks
- Wine Analysis — What Do Your Numbers Really Mean?
- Wine Cold Stability — Assessments and Techniques
- Wine Deacidification — Options and Limitations
- Wine Filtration — Methods and Materials
- Traminette Winemaking Styles

Professor Butzke’s recent enology research projects:
- Evaluation of Yeast Nutrient Supplements
- Assessment of Residual Nitrogen in Wine
- Profiling of Free Amino Acids in Hybrid Grape Varieties
- Characterization of “Savory” Aroma Compounds in Aged Red Wines Via Gas Chromatography-Olfactometry and Descriptive Analysis
- Non-Traditional Sensory Evaluations and Wine Aroma Descriptors
- Sugar Hydrolysis and Perceived Sweetness in Wine
- Comparison of polyphenol profiles of wines made from American, Eurasian, and interspecific grape varieties
- pH Reduction Through Use of Inorganic Acids
- Oxidation Reversal Through Use of Molecular Hydrogen

ACCESS THESE RESOURCES
https://ag.purdue.edu/fac/ext/winegrapteam/Pages/enology.aspx
http://www.fao.unl.edu/research/labs/enology

Jeanette Merritt
Marketing Director, Indiana Wines
jkmerritt@purdue.edu
765-496-3842

Focus on
MARKETING

MAKING MEDIA CONTACTS
COORDINATING EVENTS
SETTING UP TASTING ROOM
ADVISING ABOUT DIRECT SALES
SHIPPING COMPLIANCE
DEVELOPING PUBLICATIONS

OUR STORY
A primary role of the Purdue Wine Grape Team is to help tell the exciting story of the state’s thriving wine industry, working closely with the Indiana Wine Grape Council. In the role of marketing director for the PWGT, Jeanette Merritt is responsible for promoting wineries and grape production across Indiana. She develops marketing brochures, media campaigns, social media and public relations tools to enhance the economic development of the Indiana wine and grape industry. Jeanette also works with new wineries to help in their establishment, develop their tasting room and market their products.

Highlights:
- Media contact for the Indiana wine and grape industry
- Help new wineries establish and develop marketing plans
- Serve as director of the Vintage Indiana Wine Festival
- Manage “Traminette, Indiana’s Signature Wine” campaign
- Manage multiple social media channels for Indiana Wines
- Serve on numerous boards of directors on behalf of Indiana Wines
- Serve as marketing director of the Indy International Wine Competition
- Advisor to Indiana’s numerous wine trails
- Manage all written and verbal marketing communications
- Coordinate with the Wine Grape Team on workshops and annual meetings

The marketing director position also focuses on maintaining relationships with Department of Agriculture, Department of Tourism, Indiana Governor’s Office and various commodity and agricultural organizations to enhance the visibility of Indiana wine and grape enterprises.
Grapes, like most fruit crops, are susceptible to a wide range of plant pathogens and insect pests. Additionally, weeds in the vine row can reduce vine vigor and potential yields. Managing pests in an effective and environmentally responsible manner is one key to sustainability. We continually keep up with the latest pesticides registrations, test efficacy and make recommendations to growers in Indiana and across the Midwest. Through collaboration with the Midwest Fruit Workers Group, we publish the Midwest Small Fruit & Grape Spray Guide, the main source of information for growers in 12 states across the region.

In addition to helping growers manage the common problems, we continually monitor for new invasive pest threats. Together with the North Central Region Integrated Pest Management program (NC-IPM) and Coordinated Agricultural Pest Survey (CAPS), we sample commercial vineyards for new invasive disease, insect and weed threats. The Multicolored Asian Lady Beetle, Spotted Wing Drosophila and Brown Marmorated Stink Bug have been found in the state in recent years. Management strategies have been or are being developed to help growers deal with these issues.

Virus diseases pose a significant threat to grape growers throughout the world. In the Midwest, little is known of the occurrence and incidence of these diseases. A statewide monitoring program helped determine that the state’s grape acreage is mostly free of troublesome viruses, but vigilance is required to avoid problems in the future. We are working with the National Clean Plant Network and commercial nurseries to ensure a healthy supply of plant material for the industry.

**Improving fruit and wine quality**

Much goes into growing quality grapes for quality wine. Our research has shown that sunlight exposure of fruit clusters is a key factor affecting the quality of Indiana’s signature grape variety Traminette. Selecting an appropriate training system and proper canopy management are necessary to get the best fruit quality from this variety. We have advised growers through published research and field day demonstrations about various training system options and their impact on wine quality.

**Dealing with threat of herbicide drift**

Damage to grape vineyards from herbicides used in row crop production has been a major concern in the Midwest. We have studied the impact of simulated drift on grapevines and identified varieties that have the ability to tolerate moderate levels of exposure. In addition, we have worked to educate growers of grapes and row crops on the problems and possible solutions. One example is the development of the DriftWatch website, a tool to foster communication between the applicator industry and growers of pesticide sensitive crops.

**Matching varieties to climates and soils of Indiana**

Selecting the best variety to grow on a particular site is the key to sustainable production of quality wine. Just as Pinot Noir and Chardonnay are the main varieties of Burgundy, Chambourcin and Traminette may be the best varieties for many regions in Indiana. We continue to evaluate new varieties being developed by university and private breeding programs to find new, useful varieties for the region. We have identified many varieties with excellent potential for the region, but more importantly, we have identified several that are poorly suited to our state.

**Managing pests effectively, environmentally**

Grapes, like most fruit crops, are susceptible to a wide range of plant pathogens and insect pests. Additionally, weeds in the vine row can reduce vine vigor and potential yields. Managing pests in an effective and environmentally responsible manner is one key to sustainability. We continually keep up with the latest pesticides registrations, test efficacy and make recommendations to growers in Indiana and across the Midwest. Through collaboration with the Midwest Fruit Workers Group, we publish the Midwest Small Fruit & Grape Spray Guide, the main source of information for growers in 12 states across the region.

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**Access these resources**

https://ag.purdue.edu/foodsci/extension/winegrapeteam/Pages/viticulture.aspx

https://ag.purdue.edu/hla/fruitveg/Pages/default.aspx
For Jill Blume, wine is far from a seasonal vocation. As the primary enology specialist for the Purdue Wine Grape Team, she defines the word versatile, spending much of her time coordinating the highly successful Indy International Wine Competition, an annual event that draws to campus nearly 3,000 entries. Meantime, she’s organizing student teaching assistants and ordering wine and food for Purdue’s popular wine appreciation class. She also assists in making experimental wines from Purdue grapes, coordinates the Purdue Wine Grape Team Fall Workshop, and teaches day-to-day winemaking procedures and analysis to her undergraduate students.

**ADD VARİETY TO VİTİCULTURE**

**Indy International Wine Competition**

Oversee all aspects of planning, coordination, communication and execution of annual competition

- Develop innovative concepts and direct the future of the competition
- Engage in public and sponsor relations and coordinate with the IWGC
- Train assistants and students to support competition activities
- Supervise website design and management of the competition
- Organize distribution of awards, trophies and related correspondence
- Act as judge in other national wine competitions

**Judging expertise**

Often, her expertise is tapped where she serves as a wine judge for major national competitions in New York, Ohio, Michigan, Florida, Tennessee and elsewhere. “We want the world to know the amazing growth we are seeing from the Indiana wine industry, the career opportunities that exist for Purdue students in this field, and the contributions our researchers are making in furthering the quality of the wine produced by the state’s vintners,” she says.

**Extension to industry**

- Plan and coordinate introductory and advanced Extension classes such as the Grape and Wine Workshops taught by the Purdue team
- Prepare materials for and deliver presentations, demonstrations and tastings for classes
- Assist in troubleshooting of wine quality issues for existing and prospective wineries in Indiana
- Manage Purdue enology laboratory and perform documented laboratory analyses and sensory evaluations for wines from commercial Indiana wineries
- Manage production and record keeping of experimental wines for Indiana Wine Grape Council (IWGC) projects
- Introduce graduate and undergraduate students involved in wine research projects and analytical and experimental winemaking procedures to proper lab practices and safety

**Vine Enology Library**

She also helps manage the impressive Richard P. Vine Enology Library, nestled in the basement of the Nelson Hall of Food Science. The library, which contains about 2,000 bottles of wine, is designed to engage its visitors and to deliver the latest scientific and promotional wine-grape information.

Blume is at the ready as a consultant for Indiana wineries and those who are considering starting a winery, offering free wine analysis and sensory evaluations for the state’s more than 75 commercial wineries.
The Purdue Wine Grape Team combines the expertise of leading international researchers with state-of-the-art laboratories and facilities to address Indiana’s growing viticulture and enology needs.

**OUR FACILITIES**

- Enology Laboratory
- Southwest Purdue Agricultural Center
- Richard F. Vine Enology Library
- Thornbourn-Purdue Agricultural Center
- Pilot Winery
- Horticultural Greenhouses and Viticulture and Pomology Laboratory

**PURDUE ENOLOGY LAB**

The Purdue Wine Grape Team’s Enology Lab provides complimentary quality assessment services to the Indiana wine industry, running hundreds of wine analyses and sensory evaluations a year. The Eno Lab participates in the American Society for Enology and Viticulture’s Winery Proficiency Testing Program that was established under the leadership of Dr. Christian Butzke in 1999. Today it is administered by CTS (www.collaborativetesting.com), and allows wineries to test their lab’s quality control competence anonymously and against other participating wineries. Based on the analyses, the Purdue enologists will make recommendations on how to fix problems, adjust style or develop new products. Basic wine analytical services provided by Purdue’s Eno Lab include:

- Alcohol by Volume
- Free SO2
- Total SO2
- pH
- Titratable Acidity (TA)
- Malic Acid
- Volatile Acidity (VA)
- Residual Sugar (RS)
- pH

**Price per sample**

<table>
<thead>
<tr>
<th>Service</th>
<th>Purdue Enology Lab*</th>
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</tr>
<tr>
<td>Total</td>
<td>Free</td>
</tr>
</tbody>
</table>

*All bonded Indiana wineries are eligible for the Purdue Enology Lab services. The Purdue Enology Lab participates in the Winery Proficiency Testing Program. Through liaison with American Society for Enology and Viticulture (ASEV) and administered by Collaborative Testing Service (CTS), the program allows wineries to test their own lab’s quality control competence anonymously against other participating wineries three times per year.

**PILOT WINERY**

Purdue Wine Grape Team Pilot Winery features commercial-grade winemaking equipment, used to provide undergraduate and graduate students hands-on learning about commercial winemaking practices and to produce experimental wines from grape variety trials at the Purdue Agricultural Centers.
RICHARD P. VINE ENOLOGY LIBRARY

Richard P. Vine Enology Library, in the Nelson Hall of Food Science, houses an anthology of more than 1,000 international wine books and more than 2,000 bottles of fine wine that are used for teaching and wine aging studies. Established in 1998, the library is supported by a donation from vintner Fred Franzia and the Bronco Wine Co. and honors Purdue’s first enology professor.

VINEYARDS

HORTICULTURE GREENHOUSE AND VITICULTURE AND POMOLOGY LAB

Purdue Horticulture and Landscape Architecture has a state-of-the-art greenhouse and plant growth facility. The research complex is used for propagation and viticulture studies.

THROCKMORTON-PURDUE AGRICULTURAL CENTER

Throckmorton-Purdue Agricultural Center (TPAC) near Lafayette is home to the Meigs Farm and its experimental vineyards. The Meigs Farm has had trials for the past 15 years, and more than 70 varieties have been evaluated for adaptation to Indiana.

SOUTHWEST PURDUE AGRICULTURAL CENTER

Southwest Purdue Agricultural Center (SWPAC) near Vincennes is home to the southernmost viticulture research vineyards in Indiana. Viticulture research has been conducted at SWPAC since the early 1980s.

> ACCESS THESE RESOURCES

Indiana is riding the wave of a national boom for wine. Thanks to the state’s financial commitment, the research, development and marketing support from the Purdue Wine Grape Team and consistent funding through the Indiana Wine Grape Council, the wine industry’s annual impact on Indiana’s economy has surged to $100 million.

Purdue’s commitment to research in the areas of enology and viticulture, led by the Purdue Wine Grape Team, is helping sustain that growth among the small and major players in the industry.

From the essentials of how to grow grapes in Indiana to expertise on crafting the finest wines, the Purdue Wine Grape Team is here to serve our vintners and growers and help propel the Midwest’s wine/grape industry into world-class competitiveness.

“I wouldn’t be where I am today without the Purdue Wine Grape Team. Whether it’s research, techniques, questions about grape varieties, latest trends or equipment, the Purdue Wine Grape Team has been an incredible resource.” — Morgan Lee, Winemaker, Two Vintners Winery, Washington State BS 2006, Purdue University
SELECTED EXTENSION PUBLICATIONS

COMMERCIAL WINE PRODUCTION SERIES

- Traminette Vineyard Management
- Traminette Winemaking
- Preventing Refermentation
- Wine Storage Guidelines
- Use of SO₂ in High pH Wines
- Cork Quality Control
- Fining with Bentonite
- Treatment of Film Yeasts
- Wine Barrel Maintenance
- Wine Cold Stability Issues

OTHER PUBLICATIONS

- Wine Aroma Descriptor Manual
- Midwest Grape Production Guide
- Growing Grapes in Indiana
- Grape Varieties for Indiana
- Starting a Commercial Vineyard
- Ethyl Carbamate Preventative Action Manual
- NOPA Method for Yeast Assimilable Nitrogen
- Cork Sensory Quality Control Manual
- Midwest Small Fruit & Grape Spray Guide

SELECTED ONLINE ENOLOGY PRESENTATIONS

- Chroma Risk and Rewards
- Wine Analysis: What do Your Numbers Really Mean?
- Wine Dressification: Options and Limitations
- Barrel Maintenance
- Climate Change and Winemaking: Techniques for Hot and Cool Vintages
- Traminette Winemaking
- Wine Cold Stability: Assessments and Techniques
- Wine Filtration Workshop: A Review of Methods and Materials
- Wine Quality: The Science of Funk
- Wood ’n’ Wine - Truth and Consequences
- Wine and its Challenges in Processing
- Exploring Savory Aromas in Wine
- Overview of Commercial Winemaking Styles
- The Pursuit of Making the World’s Greatest Wine

ACCESS THESE RESOURCES

ENOLOGY
https://ag.purdue.edu/foodsci/extension/winegrapeteam/Pages/enology.aspx

VITICULTURE
https://ag.purdue.edu/foodsci/extension/winegrapeteam/Pages/viticulture.aspx

THROUGH THE GRAPEVINE
This multimedia series produced by the Purdue Wine Grape Team gives you an insider’s eye of Indiana wines
https://ag.purdue.edu/agricultures/Pages/ThroughTheGrapevine

FOR MORE INFORMATION
http://ag.purdue.edu/foodsci/extension/winegrapeteam
OUR CLASSROOM

The Purdue Wine Grape Team is launching tomorrow’s leaders for a wine industry that holds promise throughout Indiana, the nation and the world. Alumni who have learned from the Purdue Wine Grape Team, taken the program’s popular classes and committed to a career in fine winemaking or research are making a significant impact in this booming industry. They are showcasing the value-added, smarter agriculture that will define the future of winemaking and the individual contributions they will make for this industry.

WINE APPRECIATION  FS 470
More than 5,000 Purdue students have gone through the University’s wine appreciation class in the past decade. Food Science 470 is much more than a class where you can drink wine. It’s an opportunity to learn about different countries and cultures. Focus is on wine appreciation as well as the growing and making involved in wine’s creation.

COMMERCIAL GRAPE AND WINE PRODUCTION  FS/BOOT 506
This is a study of professional grape growing and wine production with an emphasis on Midwest climates, adapted varieties and recommended wine styles. The course is especially intended for upper-level undergraduate or graduate students in the College of Agriculture who have completed basic course work in plant sciences, biology and chemistry. Students will learn the principles of viticulture and enology and the practices of commercial grape growing and winemaking.

AGRICULTURE STUDY ABROAD  FS 481
This is an intense, 16-day, three-credit Maymester course that takes students to the wine producing regions of Italy. Students visit vineyards and wineries, tour farming and food manufacturing operations, and sample Italian art and culture. Students learn about the making of chocolate, Parmesan cheese, prosciutto and kiombi, coffee, tea, cured meats, cheese, soy sauce and chocolate.

COMMERCIAL FOOD AND BEVERAGE FERMENTATIONS  FS 584
This is a study of the principles and practices of international food and beverage fermentations with emphasis on the microbiology, biochemistry and processing techniques used in commercial fermentations that utilize fruits, vegetables, grains, dairy and meats. The course covers wine, brandy, beer, cider, sake, vinegar, sauerkraut and kimchi, coffee, tea, cured meats, cheese, soy sauce and chocolate.

FRUIT PRODUCTION  BOOT 421
This course teaches the science and practice of temperate fruit production with emphasis on pome fruit (apples, pears), stone fruit (peaches, plums, cherries), berry crops (strawberries, blackberries, blueberries) and grapes. Principles and concepts will be an important part of the class, integrating knowledge of plant physiology, biochemistry and post-harvest physiology. The course will emphasize sustainable production practices and prepare students to think critically to solve fruit production problems.

Purdue’s Food Science program, which is known throughout the world, was a draw for me since I came from a farming background. I hope to build on my internship opportunity at St. James Winery in Missouri and a yearlong experience in New Zealand to become a leader in this exciting and promising industry.”

— ALYSSA BEATTY, CHARLTON, IOWA MS 2013, PURDUE UNIVERSITY
The Vintage Indiana Wine & Food Festival, developed under the direction of the Indiana Wine Grape Council and Purdue, was launched in June 2000 to showcase the successes and growth of the Indiana wine industry. In its first year, 3,500 people turned out to taste the experience of Indiana wine. Today, the annual event draws crowds of more than 10,000 people from all across the Midwest. Each year, adult tasters sample from a selection of more than 100 Indiana wines ranging from dry to sweet and white to red, while participating restaurants serve wine-friendly food.

Our relationship with the Purdue Wine Grape Team is strong. By traveling with them to other countries, we see global trends and gain invaluable marketing and product trends. It’s very valuable to us as we strive to advance our leadership in this industry.”


OUR LEADERSHIP

VINTAGE INDIANA WINE FESTIVAL

Workshops, Visitations and Consulting

A Selection of Topics and Themes:

- Viticulture, Enology & Wine Marketing for Tasting Room Managers
- Small-Scale Commercial Winemaking
- Hybrid Winemaking Issues
- Clean, Sanitized or Sterile?
- Winemaking Calculations
- Vineyard Talk: Crop Load Assessment & Adjustment
- How to Protect and Extend the Shelf Life of Your Wines
- How to Handle “Native” Species’ Winemaking Challenges
- Boot Camp for Small Scale Commercial Winemaking
- Bottling Shocks: A Review of Wine and Equipment Preparation Techniques

INDY INTERNATIONAL WINE COMPETITION

Like a fine wine, the Purdue-led Indy International Competition continues to improve with age. Launched in 1994 and hosted on the Purdue campus since 2009, the event provides competitors with an outstanding gauge of continually evolving trends and preferences among wine consumers throughout the world as well as a direction for using the knowledge gained.

The annual competition, which was launched two decades ago, featured 454 commercial and amateur wines. It has boomed to 3,000 participants from 39 states and 14 countries, reviewed by 44 judges in 2013.

INDY INTERNATIONAL WINE COMPETITION

WINE OF THE YEAR 2012

2012 Vignoles River City Winery

WINE OF THE YEAR 2013

2012 Indiana Uplands Vignoles

Huber’s Winery & Vineyards

- Chief Judge: Christian Butzke
- Executive Director: Jill Blume
- Annually about 2,500 wines
- Entries from 43 states & 15 countries
- 50 Professional Judges
- 50 Pro Cru Support Staff
- Since 1992 hosted by the PWGT
- More than 40,000 wines judged
- More than 25,000 medals awarded

WWW.INDYINTERNATIONAL.ORG
Indiana’s signature wine variety, Traminette, is catching on. The Purdue Wine Grape Team selected the white wine for its superior wine and grape qualities across Indiana. Most of the state’s 75 wineries now grow or sell Traminette, which is known for its beautiful rose petal passion fruit, apricot and white peach notes. One winery saw Traminette sales surge 300% since the launch of the campaign.

www.traminette.org

“We had to plant more Traminette because of the market created by the Purdue Wine Grape Team’s ‘Try on Traminette’ campaign. Traminette was a popular wine for us, but now you hear people coming in and comparing our Traminette to others they’ve tried. You didn’t hear that before.”

— Dennis Dunham, vice president of operations and director of winemaking, Oliver Winery
The Purdue Wine Grape Team has worked to put Indiana’s wine industry on the national map, providing expertise to grape growers, winemakers and educational professionals. The team is a powerful, independent advocate for the industry. That go-to resource. It’s a system of cooperative extension that doesn’t exist in many countries or other U.S. states. We’re helping to turn solid, young winemakers into major regional players. We offer tools to market and add value to their product. We’re inspiring the industry leaders of the future.

Through a growing number of partnerships and innovative collaborations with industry, we’re setting the stage for Indiana winemakers to expand their impact statewide, regionally, nationally and even globally. That’s why we are reaching out to the Purdue community and others, industry supporters and patrons to grow the number of those partnerships. To groom the industry leaders of tomorrow. To broaden the landscape of the industry. To expand the Indiana Wine Grape Council’s reach. And through the Purdue Wine Grape Team’s alignment with Purdue Extension and engagement programs, we are helping the people of Indiana, the nation and the world improve their lives and livelihoods.

We rely on our alumni and friends to build a solid foundation of financial support as we continue to advance. Private gifts on behalf of the Purdue Wine Grape Team are essential to the success of our education, research and Extension missions.

**OUR FUTURE**

Partner with us

**HOW TO JOIN OUR TEAM**

The Purdue Wine Grape Team builds on its foundation as an integral part of Purdue’s College of Agriculture, a world leader in agricultural, food, life and natural resource sciences. As a land-grant institution, we are committed to preparing our students to make a difference, wherever their careers take them. We are stretching the frontiers of science to find solutions to some of our most pressing global challenges.

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**LEGACY OPPORTUNITIES**

- Named Chair Professor in Enology
- Named Chair Professor in Viticulture
- Named Scholarships for Graduate Students in Viticulture and Enology

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HTTPS://AG.PURDUE.EDU/GIVING

765-494-8672

**JOIN US ON THIS JOURNEY.**
PURDUE WINE GRAPE TEAM

from grape to glass

DEPARTMENT OF FOOD SCIENCE

745 AGRICULTURE MALL,
WEST LAFAYETTE, IN 47907
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