



## WiVi Central Coast 2019

March 13, 2019 | Paso Robles Event Center, Paso Robles, California

### Winemaker Trials Tastings FAQ

One of the most popular aspects of last year's WiVi Central Coast conference were the trials tastings. We had winemakers pouring wines from more than 10 trials in the Exhibition Hall, with interest from winemakers in participating in future tastings. In 2019, we're putting an even greater focus on winemaker trials, with the opportunity for winemakers to submit lab trials or full-scale production experiments they are conducting, and then pour the results for their peers at the show.

To submit a trial for consideration, please visit <https://www.surveymonkey.com/r/WiViTrials>

#### What is a "Trials Tasting" presentation?

Our Trials Tasting is designed to be a forum for you to share lab trials or full-scale production experiments with your fellow winemakers and colleagues in a relaxed setting. You will get a chance to pour samples of your wine trials and discuss your results with other winemakers, learning about alternative techniques, others' preferences and more. This is a pouring BY winemakers, FOR winemakers. It is your chance to discuss your trials and experiments with others interested in the same methods or products, without the sales pitch.

#### What do I need to bring?

We require a minimum of six bottles each of at least two different lots (one control and one test sample), as well as you, or a member of your winemaking team, to be present at the trials station to discuss your wine with other interested winemakers.

#### Can anyone participate?

Yes, any winemaker can present a Trials Tasting, however space is limited and the Wine Business Monthly Editorial Team will select which trials will present.

#### What types of trials are appropriate?

Here is a short list of possible trials or experiments you might share with us, just to get some ideas going:

- Fermentation vessels (concrete, eggs, amphorae)
- Smoke Taint removal methods
- Yeast strains (natural vs. commercial, *Saccharomyces* vs. non-*Saccharomyces*, etc.)
- Extraction techniques
- Oxygenation trials
- Grapevine clone differences
- Irrigation or pruning levels

#### How technical do I need to be?

There must be some basic scientific structure to your experiment (proper trial standards; a control sample, a test sample and some conclusions). This session will keep the technical rigor and writing requirements to a minimum, however we do require that the trial presented was prepared and executed properly.

To submit a trial for consideration, please visit <https://www.surveymonkey.com/r/WiViTrials>

If your trial is selected, we will reach out with more information about the event and how to prepare.

If you have any questions, please don't hesitate to reach out to WBM:

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