

SAVE \$100 FOR A LIMITED TIME!



WineMaker MAGAZINE C·O·N·F·E·R·E·N·C·E VIRGINIA • 2024



May 30 – June 2, 2024 • Charlottesville, Virginia

Join us in the birthplace of American wine – the Monticello AVA in historic Charlottesville, Virginia – for four days of winemaking learning and fun. Thomas Jefferson planted the first commercial vineyard here in 1774 and there are now 40 local wineries continuing his legacy. Don't miss exploring this history-laden region in the Blue Ridge Mountains and our dozens of winemaking and grape growing workshops and classes. You can save your spot at what should be another sold-out East Coast conference, plus save \$100 when you register now. See you in Virginia in 2024!



WINEMAKERCONFERENCE.COM

DON'T MISS OUT ON:

- 23 Big Seminars over 2 Days
- Hands-On Winemaking Boot Camps
- Homemade Wine Sharing Party
- Panel Q & A Discussions
- WineMaker Competition Awards Dinner
- Winemaking Exhibits

WINEMAKER LEARNING TRACKS

ADVANCED WINEMAKING



- Carbonic Maceration
- Winemaking Math
- YAN & Yeast Health
- Advanced Winemaking Q&A
- Methods to Reduce Acidity
- Advanced Techniques Roundtable

GRAPE GROWING



- Top 5 Lessons Learned from Growing Grapes
- A One-Man Band Guide to Grape Growing
- Grape Growing Q&A
- Grape Growing Roundtable

GENERAL WINEMAKING



- Finding & Buying the Best Grapes
- Heat and Cold Stability
- Grape and Non-Grape Co-Ferments
- Acid & pH
- Preparing to Bottle
- Keys to Making Award-Winning Wines
- Making Sake at Home
- Managing Nutrition of Juice & Wine
- Award-Winning Hybrid Grape Winemaking
- Keys to Making Fruit-Forward Wines
- Common Troubleshooting Roundtable
- Top 15 Winemaking Tips
- Virginia Winemaking Past, Present & Future

KIT WINEMAKING



- Kit Wine Troubleshooting
- Award-Winning Dessert Kit Winemaking Q&A
- Kit Winemaking Roundtable

WINEMAKER BOOT CAMPS



- Wine Chemistry Fundamentals
- Hands-On Bench Trials
- Home Wine Lab Tests
- Wine Stabilization Techniques
- Hands-On Wine Blending

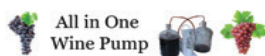
MEET WITH WINEMAKING SUPPLIERS

As an attendee, you'll have the opportunity to check out the latest equipment, products & supplies from these leading winemaking vendors Friday and Saturday.

TITLE SPONSOR



EXHIBITING SPONSORS



And more sponsors to come!

SAVE \$100 WHEN YOU REGISTER NOW: winemakerconference.com

SCHEDULE AT-A-GLANCE



Pre-Conference WineMaker Boot Camps & Winery Tours – Thursday, May 30, 2024

9 AM – 4:30 PM	Wine Chemistry Fundamentals (Day 1 of 2)
10 AM – 4:30 PM	Home Wine Lab Tests
1 – 4:30 PM	Hands-On Bench Trials

Day #1 Friday • May 31, 2024

8 – 9 AM	Breakfast & Registration		
9 – 9:15 AM	Welcome & Introduction		
9:30 – 10:30 AM	Finding & Buying the Best Grapes	Winemaking Math	Top 5 Lessons Learned Growing My Own Grapes
10:30 – 11 AM	WineMaker Exhibits		
11 AM – 12 PM	Heat and Cold Stability	Carbonic Maceration	Making Sake at Home
12 – 1:30 PM	Lunch & Keynote: Monticello AVA's Winemaking Legacy with Stephen Barnard		
1:30 – 2 PM	WineMaker Exhibits		
2 – 3 PM	Preparing to Bottle	YAN & Yeast Health	Grape and Non-Grape Co-Ferments
3 – 3:30 PM	WineMaker Exhibits		
3:30 – 4:30 PM	Acid & pH	Advanced Winemaking Q&A	Kit Wine Troubleshooting
6:30 – 9:30 PM	WineMaker Tasting & Wine Sharing Party		

Day #2 Saturday • June 1, 2024

8:30 – 9:30 AM	Breakfast		
9 – 9:15 AM	Announcements		
9:30 – 10:30 AM	Managing Nutrition of Juice and Wine	Methods to Reduce Acidity	Award-Winning Hybrid Grape Winemaking Panel
10:30 – 11 AM	WineMaker Exhibits		
11 AM – 12 PM	Keys to Making Fruit-Forward Wines	A One-Man Band Guide to Growing Grapes	Award-Winning Dessert Kit Winemaking Panel
12 – 1:30 PM	Lunch & Keynote: WineMaker Columnists on 15 Winemaking Keys to Success		
1:30 – 2 PM	WineMaker Exhibits		
2 – 3 PM	Keys to Making Award-Winning Wines	What I Learned Opening a Winery	Grape Growing Q & A
3 – 3:30 PM	WineMaker Exhibits		
3:30 – 4:30 PM	WineMaker Table Topics & Regional Breakouts		
6:30 – 9:30 PM	WineMaker Competition Awards Dinner		

Post-Conference WineMaker Boot Camps & Winery Tours – Sunday, June 2, 2024

9 AM – 5 PM	Wine Chemistry Fundamentals (Day 2 of 2)
9 AM – 12:30 PM	Hands-On Wine Blending
1:30 – 5 PM	Wine Stabilization

SMALL-CLASS WINEMAKER BOOT CAMPS

Optional Boot Camp sessions will run pre-conference Thursday, May 30, 2024 and Sunday, June 2, 2024. Attendance is limited to just 35 attendees per session and do sell out. This add-on boot camp beyond the conference registration is a great opportunity to get an in-depth learning experience in a small audience setting and learn hands-on from experts. Don't wait since each class is limited to 35!

2-DAY FUNDAMENTALS OF MODERN WINE CHEMISTRY THURSDAY, MAY 30 & SUNDAY, JUNE 2, BOTH DAYS 9 AM - 4:30 PM



Over two full days (Thursday, May 30 and Sunday, June 2) gain insights into the interplay of chemical reactions that occur in wine and in winemaking, establishing the necessary background for informed decisions on wine processing. This is a course in winemaking theory and practice, and does not provide training in methods of wine analysis. First we summarize freshman chemistry concepts of atomic structure, the periodic table, nomenclature, and polarity and use them to illustrate the difference between pH and TA as an introduction to chemical equilibrium. Next we consider all aspects of sulfur dioxide in wine as a case study in wine chemistry. We move from the theoretical to the practical as we delve into crush chemistry techniques, fining, spoilage treatment choices and explore wine's phenolic structure and reductive properties. Discussions include vine balance, ripeness, fermentation strategies, oxygenation, uses of oak, microbial stabilization strategies, and micro-oxygenation. *This 2-day boot camp includes a 550-page handout that will be a valuable wine reference manual for years to come. This will be mailed to the address you sign up with at least two weeks before the event.

Clark Smith
Author, *Postmodern Winemaking*
Winemaker, WineSmith Wines

HOME WINE LAB TESTS THURSDAY, MAY 30, 10 AM - 4:30 PM



It is very difficult to make great wine if you don't know how to properly and accurately test your wine. Chik Brenneman will take you step-by-step teaching you how to properly test your wine for sulfites, malolactic, acidity, and pH. You'll have the chance to run these different tests yourself to give you a valuable hands-on learning experience so you can accurately run these tests on your own wine at home.

Chik Brenneman
Winemaker, Baker Family Wines
"Varietal Focus" Columnist, *WineMaker Magazine*

HANDS-ON BENCH TRIALS THURSDAY, MAY 30, 1 - 4:30 PM



Learn how to accurately adjust your full batch of wine by first using bench trials to test different addition and blend scenarios. Understanding the process of running a solid bench trial will open up new creative possibilities for your winemaking without putting your entire batch of wine at risk due to a wrong assumption. Bob Peak will have you running your own hands-on bench trials and analysis so you'll leave this half-day boot camp with the skills you need to hit the ground running back home.

Bob Peak
Technical Editor and "Techniques" Columnist, *WineMaker Magazine*

HANDS-ON WINE BLENDING SUNDAY, JUNE 2, 9 AM - 12:30 PM



Roll up your sleeves and learn the keys to blending your wines with this half-day workshop. You'll be personally mixing wine samples as you learn how to carefully arrive at the right percentages before committing to larger quantities. Blending is both an art and a science and Bob Peak will walk you through both aspects so you can elevate your winemaking with this important skill.

Bob Peak
Technical Editor and "Techniques" Columnist, *WineMaker Magazine*

WINE STABILIZATION SUNDAY, JUNE 2, 1:30 - 5 PM



Bottled wine can be negatively impacted by temperatures that are too cold and too warm. But as a winemaker you can use different techniques to minimize the results of temperature. In this afternoon hands-on workshop, you'll learn the proper steps to safeguard your wine using both chill proofing and heat stabilization. Find out the right techniques and tips to safely get the most out of stabilization to protect your wine so it can be the best it can be from Chik Brenneman.

Chik Brenneman
Winemaker, Baker Family Wines
"Varietal Focus" Columnist, *WineMaker Magazine*