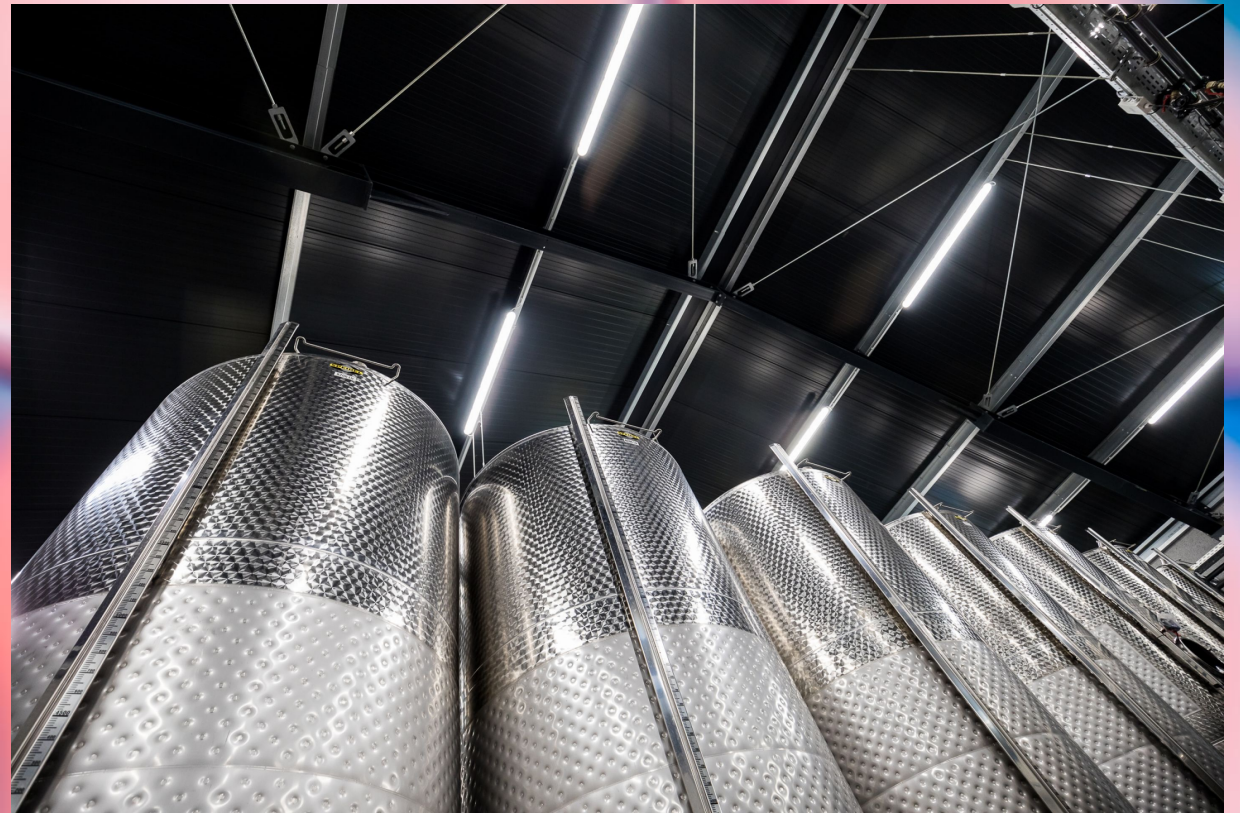


Determining New Winery Equipment Needs

By David Wonder
From
MoreWine! Pro



Intro/Background

- + My name is David Wonder and I am the Sales Director for MoreFlavor!. I have been working at the company for over 12 years.
- + I started in our customer service department fielding phone calls and got introduced to wine quickly. Then I got promoted to the manager of our main Concord showroom. I worked there on the floor for over 3 years. I slowly started managing the other showrooms and sales/customer service departments. Now I am the Sales Director for the whole company and manage all the sales/cs departments + employees.
- + I love what I do and have helped many home and pro wineries. I am excited to share my thoughts and knowledge of 12 years with you!

Goals

- + It really helps to know where you want to go. Ideally a timeline that starts now and goes for the next 5-10 years.
- + If you have a business plan great. If you know that you have a goal of making x cases of wine or you are going to have about x lbs of grapes by x year then you can really start dialing in the equipment based on those needs.
- + Its ok if you are not sure what your goals are going to be. Just start now. I would recommend to start writing your thoughts down. Ideally come up with a business plan but just writing your plan for next 6-12 months is super powerful.
- + You will uncover costs and goals that you didn't know about or find ways of saving money. I constantly write down my plans/goals and rework them.

Plan Ahead

- + I always coach people to try their best to plan at least a few years out especially if you know you want to expand.
- + I have worked with many customers who realized a year into this that they wish they got a bigger unit but at the time they were trying to save money. I have seen this with glycol chillers and destmmers/crushers.
- + I think you want to save money any way you can but if you buy something that you are instantly going to outgrow in a year you might end up spending more money or not reaching your goal. This is why I think its critical to know your goals or create your goals before you get too deep.

Understand the equipment

- + Now is where it gets fun! I like to create a list of the things you NEED to buy, a list of things you can borrow/do without, and then a list of not sure or think you have or know you have.
- + I think the easiest way to start this is by going through each major category and deciding what you want to do and ideally your goals within each category.
- + Make sure you know when you need things. Some products you won't need right away and some of them you need immediately. Ideally, make a timeline or create a way of tracking that detail.
- + Try your best to calculate the amount of fruit, must and juice you will have. Products used at different points with different specs in different measurements. Take your time to review these details.
- + Super basic rule of thumb = 100 pounds of fruit = 8 gallons of must = 5 gallons of finished wine.
- + Lastly really know what you are buying. Make sure to review the specs and the products yourself. Take a small amount of time for any big purchase to educate yourself on the product line. 30 minute minimum focused research for any purchase over 5k.

Major Categories

- Crusher/destemmer
- Press
- Glycol system
- Pump
- Tanks
- Tubing
- Filler
- Bottles, closures
- Yeast, additives, fittings, cleaning products
- Filtering or fining or nothing
- Barrels/storage
- Testing equipment

Destemmer Crusher

- Destemmer, crusher, sorting table or all!
- Processing speed is one of the most important things to consider but also the options/control over the unit.
- The larger units typically have more options/control so you can slow down the unit or modify it for better must quality.
- You will also want to think about the time/labor required during crush when sizing.
- <https://morewinepro.com/category/crusher-destemmers.html>





Presses

- Hydro, air, basket, membrane
- We mainly sell/stock bladder presses. 450L bladder is our largest, anything more is custom order.
- Bladder press is an extremely gentle press at a good price point.
- Bladder will function at 1/3 capacity or you can use rice hulls.
- Whole cluster fermentation you will want to use rice hulls.
- <https://morewinepro.com/category/wine-bladder-press.html>

Glycol Chillers

- Factor growth, the increase of tonnage per \$ is not huge. I have worked with a lot of customers that wish they purchased a larger chiller
- Wine can really be ruined during the season and having the ability to control temperature can be extremely important for quality wine.
- Our company only stocks Kreyer chillers from Germany. All other chillers are domestic and typically dropship.
- Benefits of Kreyer chillers - german made, high quality parts for the price, mobile, small, can heat and cool.



Glycol continued.

- + Can be used for more than just tanks, barrel room, tasting room temperature for customers or office or whatever needed.
- + Make sure you either have a backup glycol unit or test heavily before you use it during the season. I always recommend to get your chiller out and running well in advance of the time that you need it
- + Glycol setup and systems are not easy. Make sure to contact an expert, become an expert or get help.
- + Certain glycol systems are outfitted with pressure switches, some not and others with non-return kits and others not. Make sure to ask or understand the options and how the unit operates. Also make sure you understand the amount of pressure inside your system and what your tank jackets can handle.
- + <https://morewinepro.com/category/glycol-chillers-heaters.html>



Wine Tanks/Storage

- Many options! Some of these options save time and increase the potential quality of the fruit during the season and in the bottle.
- Variable or sealed, stacking tanks, manway for red wine fermentation, max glycol jacket for maintaining temp or cold stabilizing, extended legs for a macro bin, interior finish for easy cleaning, complete drainage and more.
- Variable tanks are nice if you don't know how much fruit you are going to get or if you are a young winery ie varying lots/amount in the beginning.
- Sealed is nice for aging but you have to fill the tank, ie have to buy for known volume or be really good at purging with nitrogen/argon.

Tanks/storage continued

- + In the end depends on your facility/process and how you plan to ferment, settle, ML, or age. Stainless is expensive up front but should last for years.
- + I know people who use a few Speidel 79.3 gallon plastic tanks or other plastic tanks for storage. You could easily ferment in macro bins, transfer to plastic for settling and then do ML in a barrel. Many options!
- + Other side is based on our guide which is macro bins, then variable for settling/ML and then move to barrels or sealed tanks for aging. You could also do all of your fermentation, settling and aging in the tank. In that case you will need a 2nd tank or 2nd vessel to transfer into.
- + <https://morewinepro.com/category/stocked-wine-tanks.html>



Wine Pumps

- Depends on your process but typically you will want a must pump. Then depends on features and if you want a second pump.
- I typically recommend a must pump that is variable speed and self priming. That way you can use it for moving must but also moving wine if needed.
- If you want to keep whole grapes you really need the gamma must pump ie screw feed elliptical must pump.
- <https://morewinepro.com/category/wine-pumps.html>

Closing thoughts

- + In general, I think its better to oversize your equipment but know when and where to do that.
- + Time is at a premium during the season.
- + Understand or ask for the power requirements of the products you are looking at.
- + You will probably end up with more fruit and more wine than you thought. Never hurts to have spare stainless steel capacity. You will also use more wine for top up then you think.
- + Oxygen kills more wine than anything. Make sure you have a good way to check TA / PH / free So₂, top up tanks/barrels and purge vessels with inert gas if needed.
- + Keep updating your plans and goals as you go.

Q&A

- + Cheers!
- + Thank you!!