



**CAL POLY**

College of Agriculture, Food  
& Environmental Sciences

# WINE AND VITICULTURE

## DEPARTMENT

### OVERVIEW

Cal Poly's Wine and Viticulture Department offers a one-of-a-kind interdisciplinary major with a three-pronged curriculum that combines an understanding of viticulture, enology and wine business. It is one of the largest and most respected undergraduate degree programs of its kind in the nation.

### MAJOR

WINE AND VITICULTURE

### CONCENTRATIONS

VITICULTURE • ENOLOGY • WINE BUSINESS



#### VITICULTURE

QUALITY GRAPE GROWING



#### ENOLOGY

THE SCIENCE OF WINEMAKING



#### WINE BUSINESS

WINERY MANAGEMENT, WINE  
MARKETING, DISTRIBUTION  
AND SALES

# 14

acres of on-campus vineyards enable hands-on, real-world learning while promoting environmentally and economically sustainable vineyard practices.

**I loved being in the wine and viticulture major because the faculty is small – you really get to know them. The curriculum is well rounded, so no matter your concentration you take classes in viticulture, wine making, and wine business, graduating with a full understanding of the wine industry.”**

**ALLIE DONEGAN**, wine and viticulture major

STUDENT IMPACT



Viticulture courses teach all aspects of quality wine grape production, including site evaluation and vineyard development, pest management, sustainability and state-of-the-art cultural practices. Enology, the science of wine and winemaking, gives students a strong foundation in chemistry and microbiology. Enology students monitor and assess wines and winemaking choices using sensory, chemical and microbiological analyses. Classes in wine business focus on logistics, sales, management and marketing strategies. The department's 14-acre vineyard and JUSTIN and J. LOHR Center for Wine and Viticulture give students the hands-on experience that industry has come to expect from Cal Poly's career-ready

graduates — graduates prepared to make their mark in the multidimensional wine industry anywhere in the world. Internships and participation in undergraduate research programs, clubs and enterprise projects expand students' Learn by Doing experiences and further prepare them to make a difference in their chosen field from day one.

Cal Poly's location in the heart of the Central Coast wine region assures students have access to some of the best growing conditions and internship opportunities in the industry. Our students gain valuable vineyard and winery experience locally in Paso Robles, San Luis Obispo, Santa Maria and Arroyo Grande; up and down the state of California;

## DEPARTMENT HIGHLIGHTS

### JUSTIN AND J. LOHR CENTER FOR WINE AND VITICULTURE

The Center, new in 2021, includes a 5,000-case bonded teaching, research and production winery with a fermentation hall, bottling room, barrel rooms, and a research lab. The facility also includes the E. & J. Gallo Winery & Family Building with labs for viticulture, enology, and sensory analysis.



### WINE PRODUCTION AND SALES

The department offers three wine labels: student wine, made on-site by students; commercial wine, sold both online and in select stores; and research wine, made by students during their senior projects. Cal Poly's commercial wine is sold by a team of students working under faculty supervision.



## ON THE JOB

### CAREERS

Account managers  
Cellar workers  
Chain sales merchandisers  
Enologists  
Lab technicians  
Marketing associates  
Production assistants  
Viticulturists  
Wine and spirit managers  
Winery founders and owners

### TOP EMPLOYERS

J. Lohr Vineyards & Winery  
E. & J. Gallo Winery  
JUSTIN Vineyards & Winery  
Trinchero Family Estates  
Jackson Family Wines



## STUDENT CLUBS

Vines to Wines Club

## CONNECT

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wvit.calpoly.edu

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