




WINEMAKER FOR A DAY
AT-HOME BLENDING KIT
INSTRUCTION BOOKLET





Bonjour

and thank you
for purchasing the Raymond Vineyards
Winemaker for a Day At-Home Blending Kit!

When we launched Winemaker for a Day at our tasting room in Napa Valley, it quickly became our most popular wine experience and gave our guests a chance to learn the winemaker's craft while blending their own bottle of wine. This at-home blending kit enables you to take that experience and bring it into your own home. Share the excitement of this unique craft, creating your own wine with your friends and family and impress them all by producing a wine worthy of sharing with the world. Once you've mastered your blend, we will be happy to produce and bottle your wine, saving your blend for you to easily re-order again and again ... and if you desire, modify it as you wish!

- Stephanie Putnam, Winemaker and
Jean-Charles Boisset, Proprietor

ART OF BLENDING
of
DARE TO EXPRESS YOURSELF!

.....
DARE TO BLEND!

ART OF BLENDING



Why do Winemakers Blend?

- Blending is in one sense much like cooking, since different ingredients are combined into one harmonious, balanced flavor. However, blending is unlike cooking in that winemakers can't navigate solely by how a blend tastes in the moment - they must also imagine how it will taste in the future as it changes over time.
- There are several ways a wine could be a blend. It could be a:
 - Blend of different varietals
 - Blend of the same varietal grown in different places
 - Blend of the same varietal made in different ways (i.e. aged in different types of oak barrels)
- A blend's flavor is hard to predict, which is why winemakers do not simply follow pre-set recipes. Weather conditions vary each year and from vineyard to vineyard, creating tasteable differences in the fruit. Each year winemakers must taste all of the vineyard lots for each of the grape varieties separately in order to assess what they have to work with as components and to arrive at that year's final blend.



ART *of* BLENDING

What is Provided in the Kit?

- 4 bottles of Raymond Vineyards Napa Valley wine including:
 - Cabernet Sauvignon aged in new oak
 - Cabernet Sauvignon aged in neutral oak
 - Merlot
 - Cabernet Franc
- 4 Tasting placemats (one per person)
- 4 Graduated cylinders (one per person)
- 4 Pipettes (one per person)

What Else is Needed?

- Wine glasses (five per guest)
- Pens (one per guest)
- Calculator
- Spit cups (for those who wish to stay clear headed!)
- Paper towels for wiping up drips and spills





ART *of* BLENDING

STEP I

Before you start —

- Blend in a well-lit room so that you and your guests can effectively evaluate the color of the wine.
- Set out one placemat, pipette, graduated cylinder, water glass, pen and spit cup per person, along with five wine glasses per person. Line up four of the glasses left to right, following the sequence on the placemat. The fifth glass will remain empty to be used for blending.
- Open the bottles up to one hour beforehand and plan to pour ahead of time, up to 15 minutes before participants are seated.
- Following the sequence listed on the placemats, pour approximately 2 ounces of each wine for each person to allow enough for both sampling each component wine and for blending them together.

DID YOU KNOW?

Constant tasting can fatigue the palate! Be sure to provide spit cups along with plenty of water and crackers to refresh the senses.



STEP 2

Let's Begin —

- Now is your chance for to become winemakers for a day as you and your friends each create your own Napa Valley red blend!
- Blending is the art of combining two or more component wines together to produce a finished wine. The components may be wines from different varietals, different vineyard plots or made differently, as with differences in oak aging.
- As they blend, winemakers aim to enhance aroma, improve color and balance tastes and flavors in a pleasing way - not just for immediate enjoyment, but with an eye to how the wine will change and develop over time in the cellar. This is your first wine though, so it's best to focus on your own enjoyment in present moment.
- Relax and have fun with it! Don't worry too much about what others think - wine is a sensory pleasure and individual preferences will vary, just as they do in our tastes in music, fashion or art!



ART *of* BLENDING

STEP 3

Let's Taste —

- First, taste each wine. Think about the aromas and flavors of the wine and how it may add to your final blend. We have provided varietal descriptions on the following pages to help you in this process.
- Have one person read the next two pages aloud, while the group tastes along, sampling each component wine as it is being explained.
- Discuss the wines as a group, identifying and evaluating the various characteristics and nuances of each component, and what you think it may add to a blend.
- It is helpful to take notes on the color, aromas, flavor and texture of each component wine, for reference later during the blending.

DID YOU KNOW?

Flavor is technically more about smell than taste, since odors register as “flavors” when they originate from the mouth.

Varietal Descriptions

- **Cabernet Sauvignon** is known as the “king” of red grapes, and often serves as the backbone of a blend. Cabernet Sauvignon’s key flavors are cassis, tobacco, leather, dark cherry and spice, and its wines can feel dry and immense on the palate due to their high levels of tannin, alcohol and acidity. These traits provide “structure” to a wine since they are all natural preservatives that will help red wines resist oxidation and age gracefully.
- **You have two Cabernet Sauvignons** - one is aged in new French oak barrels and the other is aged in older “neutral” French oak barrels. The newer a barrel, the stronger its flavor impact will be. The new oak version will taste oakier than the neutral oak version - a flavor reminiscent of Cognac or Bourbon.

-
- **Merlot** feels a bit softer on the palate than Cabernet Sauvignon, but the two varietals are genetically related and stylistically similar. Merlot tends to taste “fruitier” and often has less of a scent of tobacco or spice. Its wines tend to be a touch lower in “structural” traits like tannin, alcohol and acidity too, so it often plays a smaller role in blends which are intended for long term aging.
 - **Cabernet Franc** is also genetically related to both Cabernet Sauvignon and Merlot. It isn’t as powerful or as structured as Cabernet Sauvignon, but it’s also not as fleshy and plummy as Merlot. Cabernet Franc is often spicy or herbal and sometimes has flavors more like blueberries than cherries. Most importantly, Cabernet Franc often adds a floral note, like violets or lilacs.



STEP 4

Let's Blend —

- Now that you have an understanding of each varietal and what they contribute, it's time to create your own blend!
- Start by deciding, based on your notes, which wines you want to have more of or less of in your wine. Aim for a total of 100 ml to keep the math simple and decide on percentages for your blend.
- Write out your recipe first, then follow it by measuring out your percentages for each component. Each 1ml will represent 1% of the total.
- You can pour directly into the graduated cylinder to measure out larger amounts of a given wine. Use the pipette for smaller volumes under 10% (or 10ml).
- Pour each measured amount into your empty glass and swirl it to combine the wines so you can sample the result.



ART *of* BLENDING

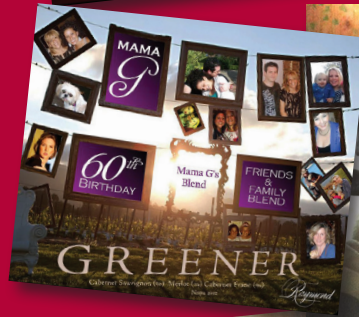
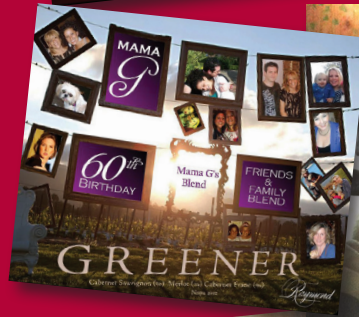
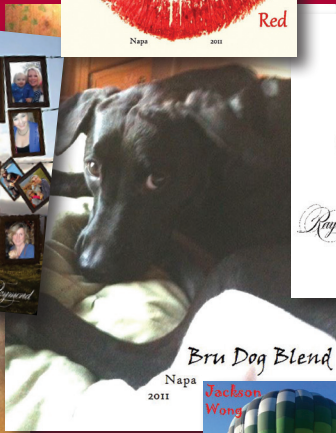
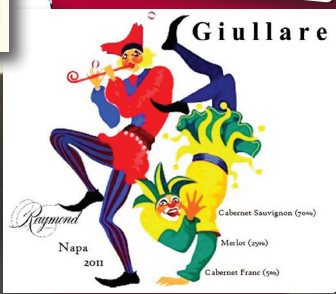
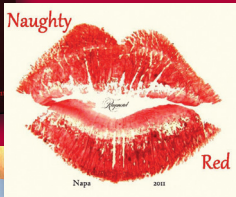
STEP 5

Let's Refine and Evaluate —

- Sample your blend and decide what you think. Do you want to make a change or tweak the recipe?
- Repeat the steps on the previous page to refine your blend and be sure to record the percentages of each recipe attempt as you go.
- Once each participant has settled on their final blend, discuss them as a group and evaluate each wine on its aroma, taste and mouthfeel.
- Is there a clear winner that everyone prefers? Or does each person like their own wine best?
- Congratulations! You are all winemakers today!

DID YOU KNOW?

Some of the most famous wines in the world are blends of various vineyards and varietals!





STEP 6

Let's Order Your Wines —

After your friends have had the time of their lives, you will want to share the experience by ordering your own favorite blend with your own personalized label! Raymond Vineyards will put together those masterful blends following your recipe and can ship them directly from the winery with a minimum order of 6 bottles.

To place an order for your very own Napa Valley Red Blend, simply email corporateconcierge@boisset.com with your wine blend percentages! Our amazing team will work with your Ambassador to complete your custom blend order and create your personalized wine labels.



Raymond



Boisset Collection
Corporate Concierge
707-963-6950

corporateconcierge@boisset.com