# Production Guide

2021 Winemaking Goals & Ambitions

What production challenges did you face in 2020? Be specific to challenges faced in the cellar.

Enter your answer here.

What challenges, if any, did your cellar production crew experience during the 2020 harvest season?

Enter your answer here.

What equipment broke during the 2020, or what equipment needs repair or maintenance?

Enter your answer here.

What worked well in the cellar or within your cellar team during the 2020 harvest season?

Enter your answer here.

Review your responses, above. During the 2021 year, in what was could you better prepare to minimize the above stated challenges during the future harvest season?

Enter your answer here.

Not considering any potential limitations, what new wine/hard cider or wine product would you love to produce in 2021?

Enter your answer here.

What new equipment or technology would you like to invest in, in 2021? Think of potential technologies that may eliminate some of the challenges stated above. Or, list equipment/technologies that you know would improve the operational quality of your business.

Enter your answer here.

**Finish this sentence:**

I heard/read a lot about Insert your answer here. in the wine industry, and I would like to know more about it.

**Have you:**

|  |  |
| --- | --- |
| Cleaned and sanitized all seasonal harvest equipment? | Choose an item. |
| Cleaned and sanitized the crush pad floor and walls since the end of harvest? | Choose an item. |
| Repaired any damaged harvest equipment? | Choose an item. |
| Updated your inventory (*i.e.*, tossed expired enological products and properly disposed of expired laboratory chemicals, replaced and ordered needed supplies)? | Choose an item. |
| Confirmed the free and total sulfur dioxide concentration of wines in storage and/or in barrel since the start of 2021? | Choose an item. |
| Confirmed that your 2020 wines have completed primary fermentation (*i.e.*, tested the residual sugar)? | Choose an item. |
| Confirmed that your 2020 wines have completed malolactic fermentation, if desired (*i.e.*, test the residual malic acid concentration)? | Choose an item. |
| Updated the production records for 2020 wines? | Choose an item. |
| Completed any regulatory records that are annually required? | Choose an item. |

# Next Steps

Now that you have officially reflected on the 2020 year, it’s time to move forward in the right direction for 2021. You can review the [Post-Harvest Checklist Timeline](https://www.dgwinemaking.com/winemakers/portfolio/production-guide-post-harvest-prep/) to make sure you’re staying on track to properly plan for the coming year. Remember, good winemaking practices include maintaining cellar momentum every week.

Then, using your answers above, you can use the next steps to accomplish great things in 2021:

1. It’s time to get a head start on 2021! **Complete any of the tasks you answered “No” to in the last series of questions.** They may not be your favorite tasks, but completing them now will help incentivize you to complete additional tasks in the cellar.
2. **Create a list of items or technologies** you may want to review during the upcoming conference/purchasing season. You can use the worksheet on the following page to help organize your thoughts in this area. Check the annual budget and make sure there is room for you to purchase new items.
   1. Many vendors offer deals or incentives from January through April to entice wineries to make purchases early and avoid the harvest crunch time.
   2. Something outside of your budget this year? Create a [DGW Classified Want Ad](https://www.dgwinemaking.com/winemakers/classifieds/), which gets distributed throughout the DG Winemaking network. Perhaps you can find an item second-hand at a fraction of the price!
3. Look at the type of wine, hard cider, or wine product you would like to try to make this year. **This “slow” time of year is when you should get to planning how to accomplish that wine in 2021**. This is especially true if you are considering an alternative form of packaging for your wines. There is a list of resources (*available with DGW Insider or DGW Elite memberships, or with client service package*) on [*dgwinemaking.com*](https://www.dgwinemaking.com/) that can help you plan out production steps to produce high quality wines in your cellar:
   1. [Pét-Nats](https://www.dgwinemaking.com/winemakers/portfolio/pet-nats/)
   2. [White and Rosé Table Wines](https://www.dgwinemaking.com/winemakers/portfolio/pre-bottling-prep-white-wine/)
   3. [Red Table Wines](https://www.dgwinemaking.com/winemakers/portfolio/pre-bottling-prep-red-wine/)
   4. [Formula Wines](https://www.dgwinemaking.com/winemakers/portfolio/production-guide-pre-bottling-prep-for-formula-wine/) and [Formula Wine Ingredients](https://www.dgwinemaking.com/winemakers/portfolio/formulating-untraditional-wines-and-wine-products/)
   5. [Rosé Wines](https://www.dgwinemaking.com/winemakers/portfolio/production-strategies-for-rose-wine-styles/)
   6. [Wines from rotted fruit](https://www.dgwinemaking.com/winemakers/portfolio/dealing-with-botrytis/)
   7. [Appassimento](https://www.dgwinemaking.com/winemakers/portfolio/improving-red-wine-concentration-appassimento/) Techniques
   8. Need help spurring some ideas? Review the content: [Creative Wine Styles for Hybrid Wines](https://www.dgwinemaking.com/winemakers/portfolio/october-creative-wine-styles-for-hybrid-varieties/)
4. Finally, **what did you want to learn more about this year?** Make it your goal to find information on this topic once a week. Maybe spend the first 15 minutes (or the last 15 minutes) of every Monday searching for something new on that topic, opening a textbook, or reaching out to industry experts for more content. Search the [*dgwinemaking.com* Blog](https://www.dgwinemaking.com/winemakers/category/blog-posts/), as many winemaking topics are covered there and provide free access.

# Items & Technologies Investment List

Use the following worksheet to organize your cellar/enology wish list this year!

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item / Equipment** | **Vendor / Supplier** | **Product Number** | **Estimated Cost** | **Justification for Purchase** |
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# Professional Services

If you are ready to learn and keep a professional resource handy, Denise Gardner Winemaking has additional support specifically designed to meet your needs.

Become a [**DGW Insider**](https://www.dgwinemaking.com/winemakers/product/dgw-insider-subscription/) for $35 per month and gain access to the growing supply of Cellar Tools, resources, and webinars that are designed with your needs in mind. Or, save 5% and purchase an annual membership for $400!

If you want to get your winemaking questions answered and start addressing some of the goals you listed on the previous pages, then join our exclusive [**DGW Elite**](https://www.dgwinemaking.com/winemakers/product/dgw-elite-monthly-subscription-120/) membership for $120 per month. In addition to the access gained through the DGW Insider membership, Elites are invited to two monthly Q&A sessions per year, where they meet with Denise Gardner in an open, virtual forum. No winemaking question is off limits! We discuss everything from interpreting lab results, to winemaking theory, to step-by-step processes for conducting production operations like protein stability. Plus, we have a private Facebook Page, which allows the group to form a tighter community and get suggestions from additional successful winemakers. Become a part of our DGW Elite membership in January/February or May/June of each calendar year.

If you are ready for a new winemaking direction or need some general cellar improvement in 2021, inquire today ([info@dgwinemaking.com](mailto:info@dgwinemaking.com)) about the [**DG Winemaking Consulting Service Packages**](https://www.dgwinemaking.com/winemakers/services/) available for you to reach your winemaking goals. There’s something for everyone and every budget! No production is too small for advancement. The introductory, DEMI package costs $350/month, this is an easy way to take your winery to the next level. Hear what others are saying:

*“Denise’s knowledge on the wine making process in knowing what to do and when saves so much time for me because she eliminates all of the guess work I would have done. The organization and production management has been very helpful, and Denise’s notes provided after our calls are my life saver.”* – Keelan Dickson, Owner and Winemaker, [Rosemary Manor](https://rosemarymanor.com/) (ID)

*“Winemaking is a process of continual learning, and even after making wine for twenty years, I find that I need someone with whom I can work through new ideas or that has insights into chemistry and materials that I’m not familiar with. Denise is that person who points me in the right direction or opens my eyes to issues I wasn’t seeing. She’s had a profound effect on my winemaking, and our wines are much better for it.”* – Carl Helrich, Owner and Winemaker, [Allegro Winery](https://www.allegrowines.com/) (PA)



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