

Vintner's Brochure - 150 pts.

Students will use the Microsoft Word & Excel skills they have learned, to create a brochure for a local vintner.



Project Schedule

May	30	1	2	3	4	5
		Students email Vintner's request for brochure info.				
6	7	8	9	10	11	12
		<i>6th Graders on Field Trip.</i>		<ul style="list-style-type: none"> • Students receive content. • Submission 1: Student to submit drawing of intended brochure. • Students begin building their brochures. 		
13	14	15	16	17	18	19
		<ul style="list-style-type: none"> • Students build the layout of the brochures. • Submission 2: Brochure Layout Review (submit by the end of class). 		<ul style="list-style-type: none"> • Students add the text and images and line up the brochure. • Create chart in Excel. Copy and paste Excel chart into a text box in Word and line it up. 		
20	21	22	23	24	25	26
		<ul style="list-style-type: none"> • Students finish lining up the brochure and check for errors. • Print black & white version for review • Parent review brochure for typographical, grammatical, and punctuation errors-Sign. 		<ul style="list-style-type: none"> • Submission 3: Submit Parent Review Signature. • Make changes to the brochure. 		
27	28	29	30	31	32	33
	Memorial Day	Submission 4: Submit Brochure (by end of class)				

Gradesheet

Submission #1: Brochure Design Students will submit a brochure design (This brochure must have a professional Look and Feel!).	10 pts.
Submission #2: Brochure Layout Students will have their brochure's layout reviewed prior to adding text and images (This brochure must have a professional Look and Feel!).	10 pts.
Submission #3: Parent Review Signature A parent/adult needs to review the student's 'Vintner Brochure' for spelling, grammatical and punctuation errors. Please sign below: Parent Signature: _____	20 pts.
Submission #4: "The Vintner's Brochure" (110pts.)	Points
1. 4 content sections must be present: "Wine History", "Our Wines", "2011 Sales", "2012 Projections".	20 pts.
2. Insert a minimum of 3 images (Front cover, "Wine History" & "Our Wines",).	10 pts.
3. Consistency: The fonts, font sizes, colors, etc. should be consistent through out the brochure.	20 pts.
4. An extra effort was made to add colored shapes and lines, either framing out images and text boxes to increase the professional look of the brochure.	20 pts.
5. Line up the folds, columns, content, images, shapes, etc.	40 pts.
Subtotal	
Deduct 5 pts. for each spelling, grammatical and typing error.	-5 pts.
Total	

Model Brochure

Below is a Model Brochure for students to reference. The standards it is based upon are those which are found in the grade sheet.



Our Wines

Cabernet Sauvignon
Merlot
Chardonnay

The Napa Valley is known for its world-class wines. The region has a very rich volcanic soil base that adds both nutrients and flavor to the grapes. The long warm growing seasons, adds to the complexity of the wines. Our family has seven decades of experience crafting the regions most highly respected wines. We provide an estate grown Cabernet Sauvignon, a Merlot from the Diamond Mountain region and a Chardonnay from the **Carmelos** region.

... Enjoy!




Winery History

In 1934, Giuseppe Fontana, at age 8, was sent on a boat from Sicily to America. With nothing but the clothes on his back and twelve dollars in his pocket, Giuseppe began his new life in America. He would be raised by his uncle, Guido, where he learned how to make wine in the cellar of their home. At age twenty-three, Giuseppe ventured to the Napa Valley to pursue his love of winemaking. Now seventy years later, Giuseppe's grandchildren continue the great wine-making traditions that the Fontana brand is known for.

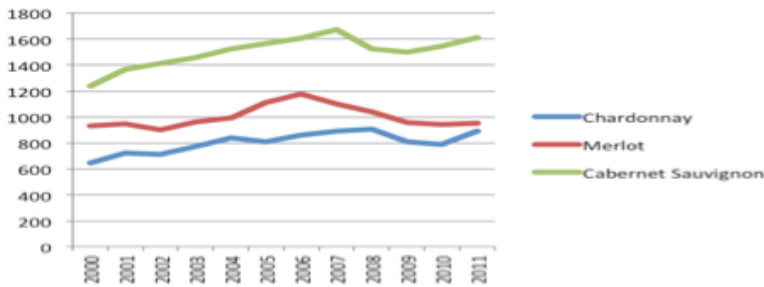
1316 Hillview Place
St. Helena, CA 94574

fontanacells.org




Investor's Quarterly Update

Spring, 2012



Year	Chardonnay	Merlot	Cabernet Sauvignon
2000	650	950	1250
2001	750	900	1400
2002	750	950	1450
2003	800	1000	1500
2004	850	1100	1550
2005	850	1200	1600
2006	850	1150	1650
2007	900	1050	1700
2008	900	1000	1600
2009	850	950	1550
2010	850	950	1600
2011	900	950	1650

2012 Harvest & Sales Projections

2011 4th Quarter Sales

Cabernet Sauvignon
Over 1600 cases of Fontana Cabernet Sauvignon were sold in 2011, 900 alone in the fourth quarter. As usual, most of it flowed to the New England states, in particular New York and Boston. Surprisingly, North Dakota is a growth market for our wines. It appears that as many state economies are stagnating, North Dakota's economy is expanding, and with it wine consumption.

Chardonnay
Almost 900 cases of chardonnay were sold in 2011. Several years ago, Fontana started harvesting chardonnay grapes from the Carmelos region instead of estate grapes. The results are in and the first vintage of Fontana's Carmelos chardonnay has been a tremendous success. The entire production sold out. Fontana intends to increase productions by 30% next year.

Merlot
Fontana Merlot sales increased in the 4th quarter bringing the year total to 953 cases. Overall, Merlot is showing lackluster growth.

2012 looks like it could be a winner year for the Napa Valley grape harvest. Forecasts predict that the region will experience consistently warm days from Spring through Fall. Some fear that there could be an excessive number of heat spikes that could kill the berries, but most meteorologists don't see this happening.

Last year, the problem was a cool season that averaged temperatures in the low 80s that made it difficult for the fruit to ripen. The fruit was still on the vines when storms were threatening in October. Not this year. Most farmers feel they should be able to have the fruit harvested by late September.

The real concern is the lack of rain this year. So far, the region has received only forty percent of normal rainfall. Lack of rain could stress the vines. The good news is that the reservoirs and water tables are very healthy as a result of an abundant rainfall in the previous two years. This coupled with moderate temperatures should provide minimal water concerns.

Although the Glassy-Winged Sharpshooter is a real and continuing concern to vintners, infestation concerns have not materialized. As a result of constant monitoring and spraying, farmers have successfully abated any infestations.

The rewriting of immigration laws was a tremendous concern to the farmers. This is still an issue that could paralyze the industry, but this being an election year, it seems that no one wants to deal with immigration issues, thus the labor force should be intact.

Cabernet and Chardonnay sales are projected to increase as the economy continues to rebound (see graph). Merlot sales are a concern though. Merlot sales had begun to stagnate prior to the recession and now as the other varietals rebound, Merlot sales remain flat. It is believed that many Merlot drinkers are switching to other varietals, which explains the lackluster sales.