



ARGYLE

Masters of Sparkling Workshop





Overview

- Argyle's Masters of Sparkling Disgorging & Dosage Workshop provides everything you need to conduct a session demonstrating these two important steps of the sparkling wine process (disgorge & dosage).
- This experience is designed to help you engage and educate your valuable customers in an intimate and interactive setting as well as sell finished Argyle sparkling wines.
- The workshop includes:
 - A disgorging demonstration (invite a guest to give it a try!);
 - A dosage trial flight to taste various levels of dosage including what was just disgorged, concluding with the final blend;
 - A second flight of finished sparkling wines from Argyle such as Blanc de Blancs, Brut Rose, Blanc de Noirs or Extended Tirage; and
 - Take-home materials, including a tasting mat and informative bookmark describing all of the steps of the sparkling wine process.



ARGYLE The Kit

Online at <https://argylewinery.com/trade/winemaking/>, you can download:

- This presentation
- A graphic to promote the workshop
- Tasting mats to print

Once a date, time and location are set for your workshop, we'll ship a kit to you which will include:

- Non-disgorged Argyle Vintage Brut as well as bottles with various dosage levels
- One of the dosage levels will be the final blend from that vintage
- Hand-crafted Argyle hand disgorging tool (which must be returned)
- Support selecting other Argyle sparkling wines in your inventory for bubbles flight two
- Sparkling wine process bookmarks for participants to take home



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THE SPARKLING WINE PROCESS



Harvesting: Sparkling varieties Pinot Noir, Chardonnay and Pinot Meunier are picked earlier in the season when sugar levels are lower and acid levels are higher.

Argyle Brut was the first American sparkling wine to feature the use of Dijon Clone Chardonnay and Pinot Noir.

Primary Fermentation: Using the traditional method of Champagne, we begin in stainless steel tanks, then transfer to French oak barrels.



Tirage: The process of introducing a new live yeast culture to the base wine just before the wine is bottled to begin its second fermentation.

Secondary Fermentation and Bottle Aging:

The yeast converts the sugar into carbon dioxide and alcohol. By trapping this process in the bottle, the bubbles are created. Those yeast cells then die, called "lees" and remain in the bottle for a minimum of 3 years, giving sparkling wine its richness and yeasty flavors.



Argyle ages all of its sparkling wines from three to as many as 10 years.



Riddling: The process of driving the yeast into the neck of the bottle by using special racks that turn the bottle from horizontal to vertical.

Disgorging: The process of removing the cap and lees from the bottle when it's ready to release.

All Argyle sparkling wines are "Disgorged on Demand" to ensure added maturity and freshness and to protect the richness and vitality of the wine.

Dosage: A small amount of sugar is blended with a base wine to create a light syrup. Small "doses" of this syrup are added into each bottle just before corking.



Finishing: A cork is inserted and a wire cage (called a muselet) secures it in place. A foil cap and "necker" label are applied to finish the top. Finally, the label is applied, and after a few months to let the dosage incorporate, the wine is ready to enjoy.



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What	Tips and Notes	When
Determine a date and location for the workshop	We recommend approx. 10-12 participants, and remember you'll need an outdoor area with open space for the disgorging demo	At least 6 weeks prior
Contact craig@argylewinery.com to coordinate delivery of your kit	Time is required for shipping & handling, and you'll need to let the wines rest for at least a week after arrival	ASAP, at least 3-4 weeks prior
Start promoting the workshop	Use the graphic provided, or make your own	4-5 weeks prior
Invert the bottles to be disgorged and let them set	This is required to bring the yeast back down to the bottle neck	At least a week prior
Confirm with attendees	Reminder calls or emails result in a higher attendance rate	3-5 days prior
Chill the bottles to be disgorged	Invert the bottles neck down in an ice bucket to chill the yeast plug	At least 1 hour before the workshop
Send photos and feedback to craig@argylewinery.com	Also tag @argylewinery on Instagram, Facebook, Twitter or other social media	Within a couple of days after the workshop
Return disgorging tool	These tools are hand made and limited in supply	ASAP after the workshop



Steps for Disgorging

- Upon delivery of kit, invert bottles to be disgorged. The yeast will be suspended in the bottles and will need to settle before disgorging.
- Put disgorge wines on point for at least one hour in ice bucket.
- Disgorge with apron and eye protection and perform outdoors pointed in a safe direction.
- 4 steps: point bottle down - pop crown cap - thumb over opening - bring bottle upright.
- Disgorge tools are hand made and limited in supply, please treat them with care and return promptly.
- Remember: Pics or it didn't happen.





Guidelines

Our wholesale partners were properly motivated during Argyle U and that motivation is being carried into their respective markets. There are a few guidelines that should be followed in order to maximize success with this program:

- Dates for programs with on/off-premise accounts must be set before we send a kit
- Means for returning the disgorging tool will be included in each kit and it must be returned in a timely manner
- Whenever possible the regional rep should attend the scheduled program or at the very least coordinate a follow-up with the wholesale partner
- There will be a link under Trade and Media on our website that will lead to collateral for program
- Please provide photos from each event, send to craig@argylewinery.com

This program has been a long time coming and we are excited to be able share a little bit of the Argyle/Oregon experience with all our advocates around the country.

Go forth and splash some bubbles!!