Wine and Viticulture

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Academic Programs

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Professional positions within the grape and wine industry are multidimensional, where winemakers and winegrape-growers work together with wine marketing and sales personnel. To develop successful strategies, management teams need to understand all aspects of wine. The WVIT major provides a unique interdisciplinary learning experience, combining a solid foundation in winegrape production, winemaking, and wine business with a concentration in enology, viticulture or wine business. With a campus located in the heart of California's Central Coast wine country, Cal Poly students have the added benefit of gaining hands-on experience at one of more than 400 local vineyards and wineries. The WVIT major is based on fundamental and applied sciences, modern agribusiness principles, and appropriate social sciences. The curriculum encompasses winegrape cultivation, enology, sensory science, and wine business and fosters an academic alliance among production agriculture, food-science, and agricultural business interests to provide an academic understanding of the "vine to glass" philosophy.

Cal Poly has a 14-acre campus vineyard and pilot winery that provide students the opportunity to practice our "learn-by-doing" method of education.

Undergraduate Program

BS Wine and Viticulture

The major is based on fundamental and applied sciences, modern agribusiness principles, and appropriate social sciences. The curriculum encompasses winegrape cultivation, enology, and wine business and fosters an academic alliance among production agriculture, food science, and agricultural business interests to provide an academic understanding of the "vine to glass".

Concentrations

Enology

The science of winemaking and its creative and practical application. Students monitor and assess wines and winemaking choices using sensory, chemical and microbiological analyses. Graduates are able to make creative winemaking decisions, manage a winery and provide successful solutions to winemaking challenges.

Viticulture

Intensive training in all aspects of quality winegrape production. Students learn site evaluation and vineyard development, disease and pest management, sustain-ability, and state-of-the-art cultural practices. Graduates typically become vineyard managers, pest control advisors, or vineyard owners.

Wine Business

Students learn financial management, principles of vineyard and winery operations, strategic planning, branded wine marketing, packaging, wine consumer behavior, and government compliance. Graduates are prepared for a variety of wine industry careers, with many planning to operate vineyards or wineries of their own.

Graduate Program

Cal Poly offers a Master of Science degree in Agriculture in which students can choose a thesis topic in enology, viticulture or wine business. Please refer to the MS Agriculture (http://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/#graduatetext) section of the College of Agriculture, Food and Environmental Sciences.