

# Careers in the Virginia Wine Industry

## FROM VINE TO WINE



### Growing the grapes

#### *Horticultural Specialty*

**Farmer:** Oversee the growth and production of grapes harvested for wine.



**Enologist:** Direct and coordinate wine production activities, involving crushing, fermentation, clarification, aging, blending and bottling.

**Viticulturist:** Primary duties include crop estimates, monitoring for disease and pests, record keeping of pesticide applications and farming practices .

### Making the wine



**Winemaker:** Cooperate with viticulturists to oversee wine production, including all aspects of crushing, fermenting, blending, testing and maintaining the quality of the wine.

**Assistant Winemaker:** Assists the winemaker in various tasks associated with winemaking. This person may also have additional public relations or personnel duties.

**Cellarperson:** Takes part in processes of bottling, ordering, stock rotation and cellar management.

### Distributing the wine

**Wine Sales Manager:** Develop/maintain relationships with retail customers, educate the wine team, continue to grow product knowledge, in charge of personnel.

**Wine Sales Representative:** Knowledgeable and enthusiastic about wine, strong communication skills, flexible schedule,, ability/desire to travel.



**Wine Deliverer:** Coordinates with Wine Sales Managers/Wine Sales Representatives to deliver wine to retail venues. Ability to travel and good driving record a must.

**Wine Shop Owner:** Oversees personnel management, cash-flow management, and investment management in addition to updating financial information, establishing a successful marketing program, and staying up-to-date with ABC regulations.

**Wine Consultant:** Educates customers about wine and assists customers in choosing wine. Also responsible for up-keep of store, wine presentation and merchandising.

### Selling the wine

**Wine Buyer:** In charge of purchasing wines for a retail store/restaurant taking into consideration: the consumer market, budget, and a variety of palates.

