

# Market Diversification for Grape Growers

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**UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources

**Cooperative Extension**

# Objective & Agenda

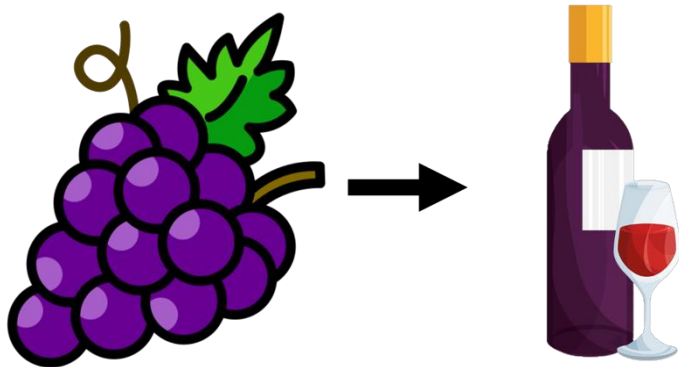


- Understand market diversification and explore potential ideas for diverse grape markets
- Discuss examples of wineries and grape growers who have diversified or found different market niches

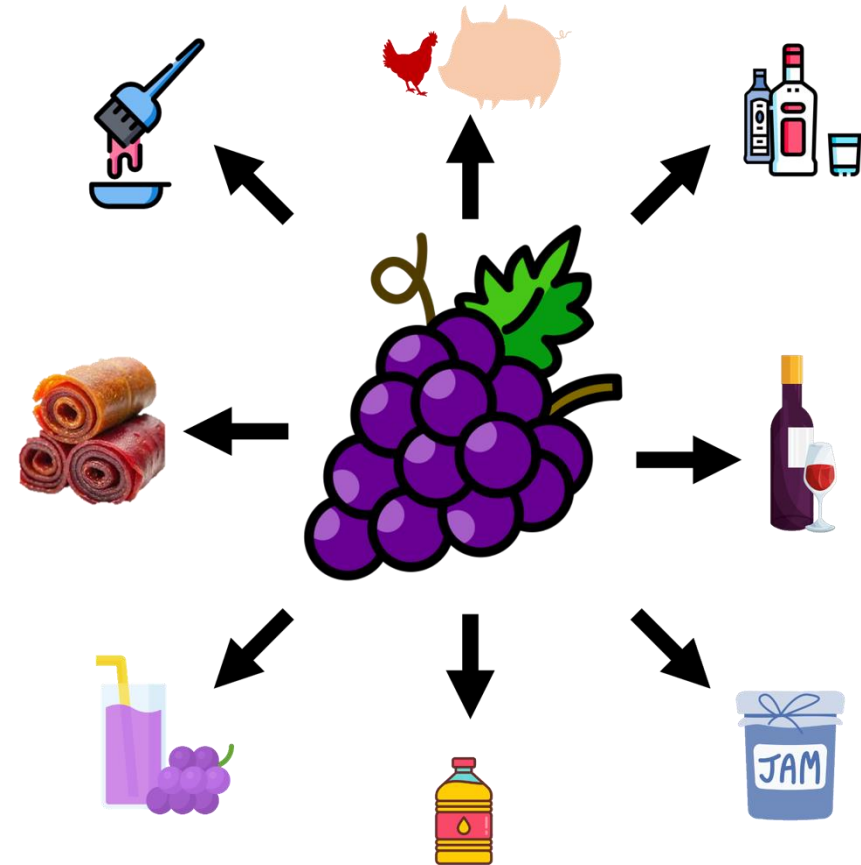
# What do I mean “Market Diversification”



Traditional wine grape market



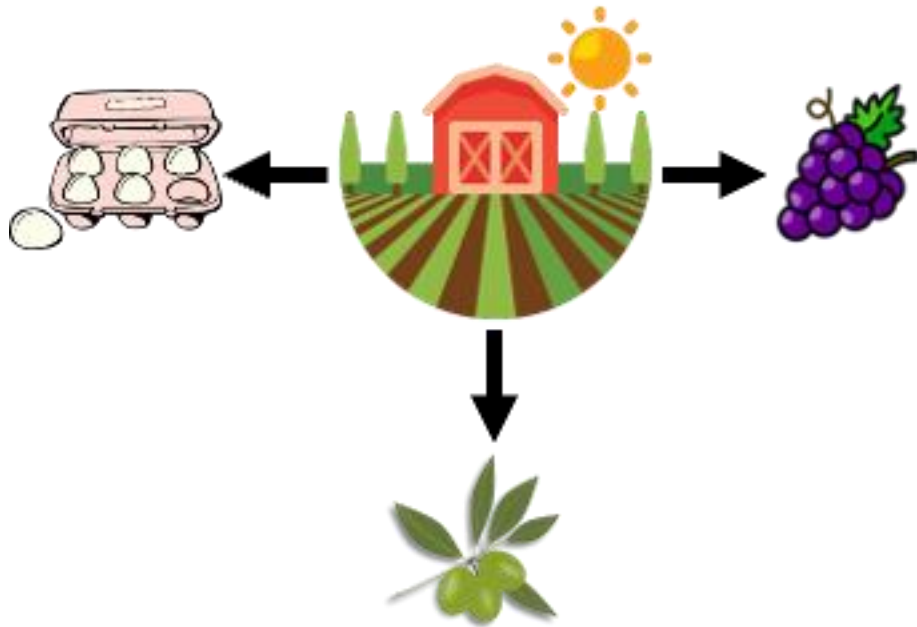
Market diversification



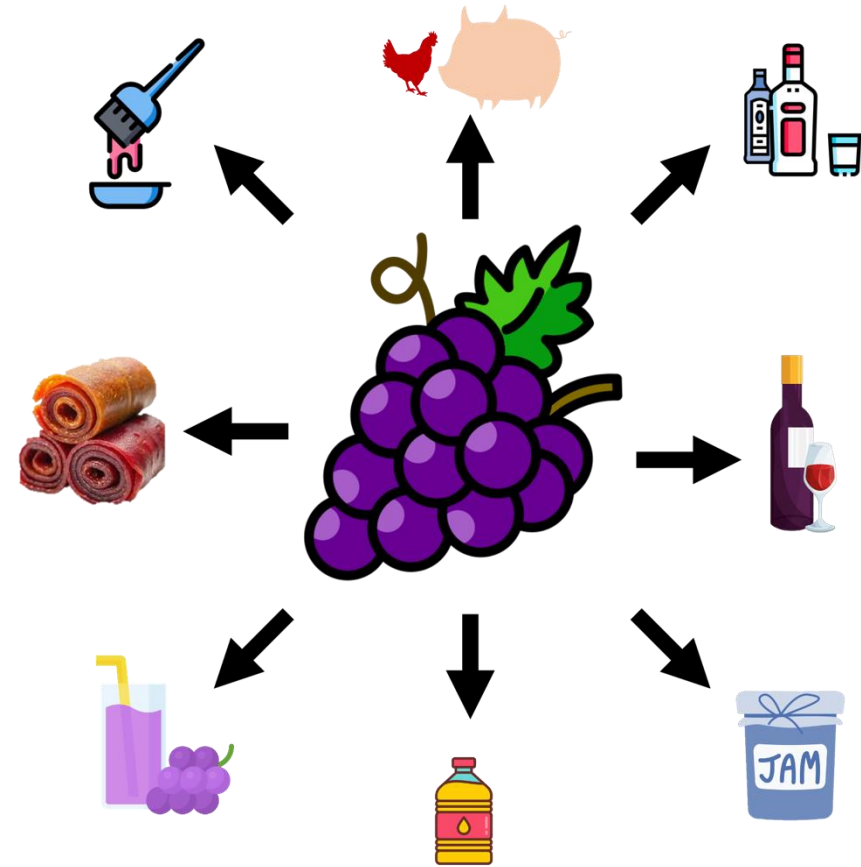
# Farm Diversification vs Market Diversification

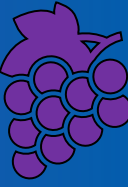


Farm Diversification



Market diversification





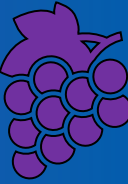
# Examples - Alternative Drinks

- Other *alcoholic* drinks
  - Piquette
    - Rehydrated and pressed pomace
    - **Low alcohol and eco-friendly**



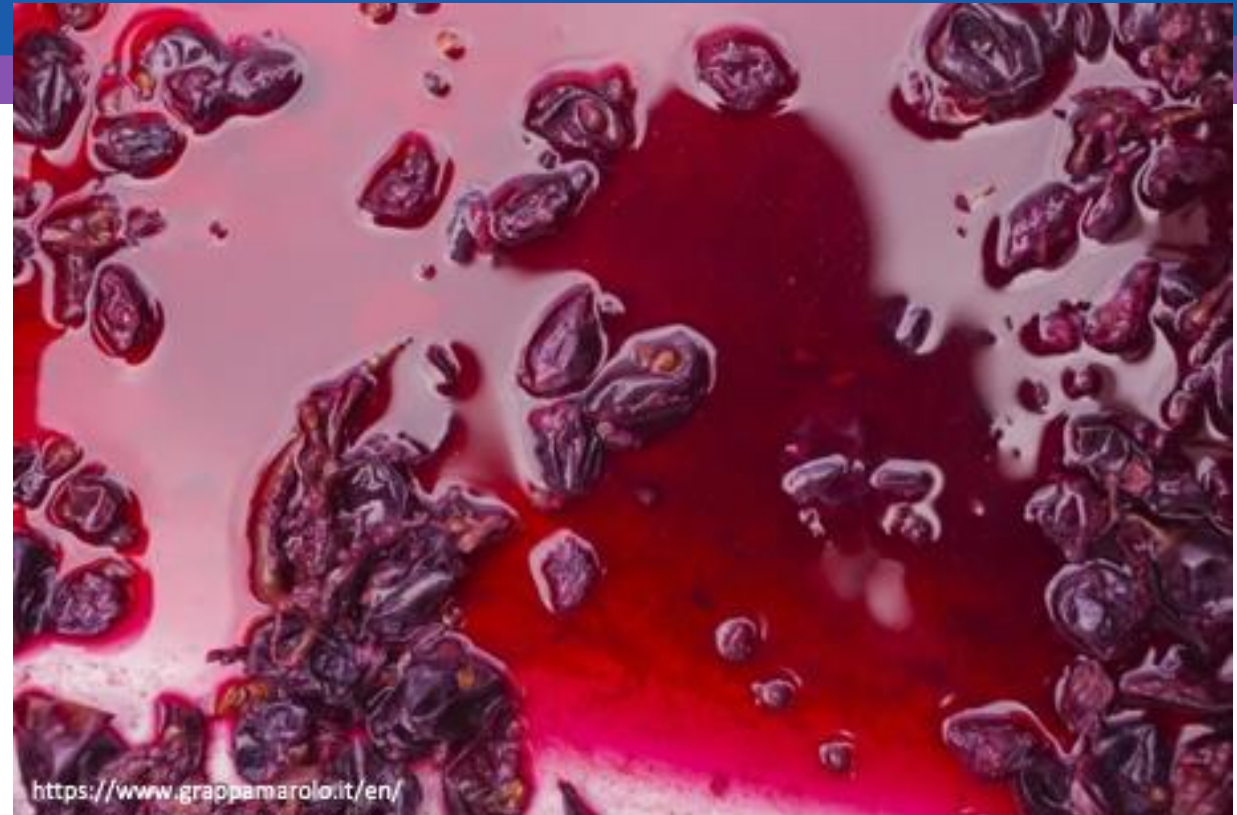
Old Westminister Winery 2018 Pet-Nat Piquette / Photo courtesy Old Westminister

**Downsides:** Requires knowledge of other fermentation processes and food safety.



# Examples - Alternative Drinks

- Other *alcoholic* drinks
  - Distilled products
    - Distilling the pomace (Grappa) or the free-run juices (other)
    - **High alcohol content, eco-friendly**



**Downsides:** Requires knowledge of other fermentation processes and food safety.

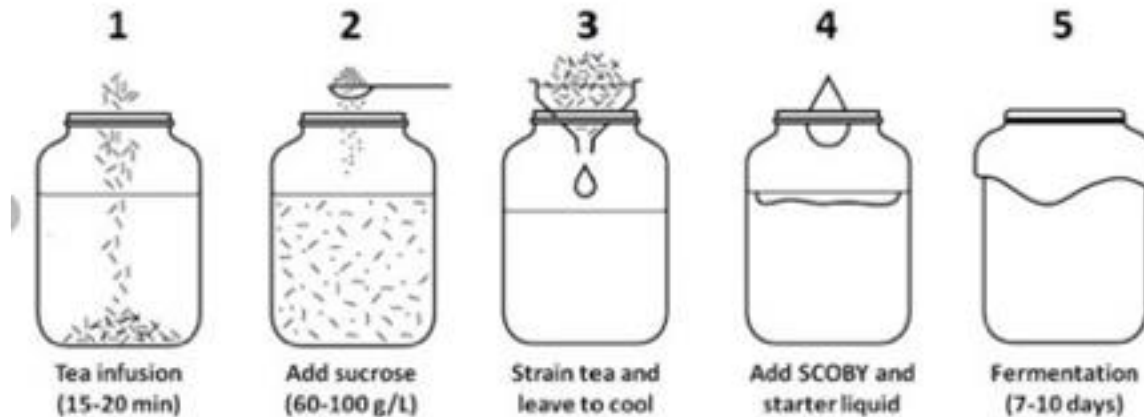


# Examples - Alternative Drinks

- Other *alcoholic* drinks

- Kombucha

- Fermented tea + grape juice
    - May be non-alcoholic or low alcohol

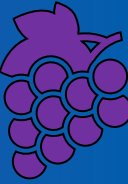


Kombucha's specific fermentation process.  
DOI:[10.54254/2753-8818/3/20220481](https://doi.org/10.54254/2753-8818/3/20220481)

[Mgarten](#) at the [English Wikipedia](#)



**Downsides:** Requires knowledge of other fermentation processes and food safety.



# Examples - Alternative Drinks

- Other *alcoholic* drinks
  - Hard seltzers
  - Hybrid ciders



**Downsides:** Balancing flavors may be tricky



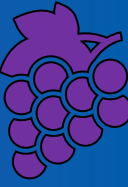
# Examples - Alternative Drinks

- Non-alcoholic drinks
  - Juice or juice concentrates
    - Smoother reds or white grapes are more appropriate for this
      - Pinot Noir, Merlot, etc.

**Downsides:** Needs pasteurization or refrigeration, flavor is tart, may need sugar adjustment

[www.marlowprovisions.com](http://www.marlowprovisions.com)

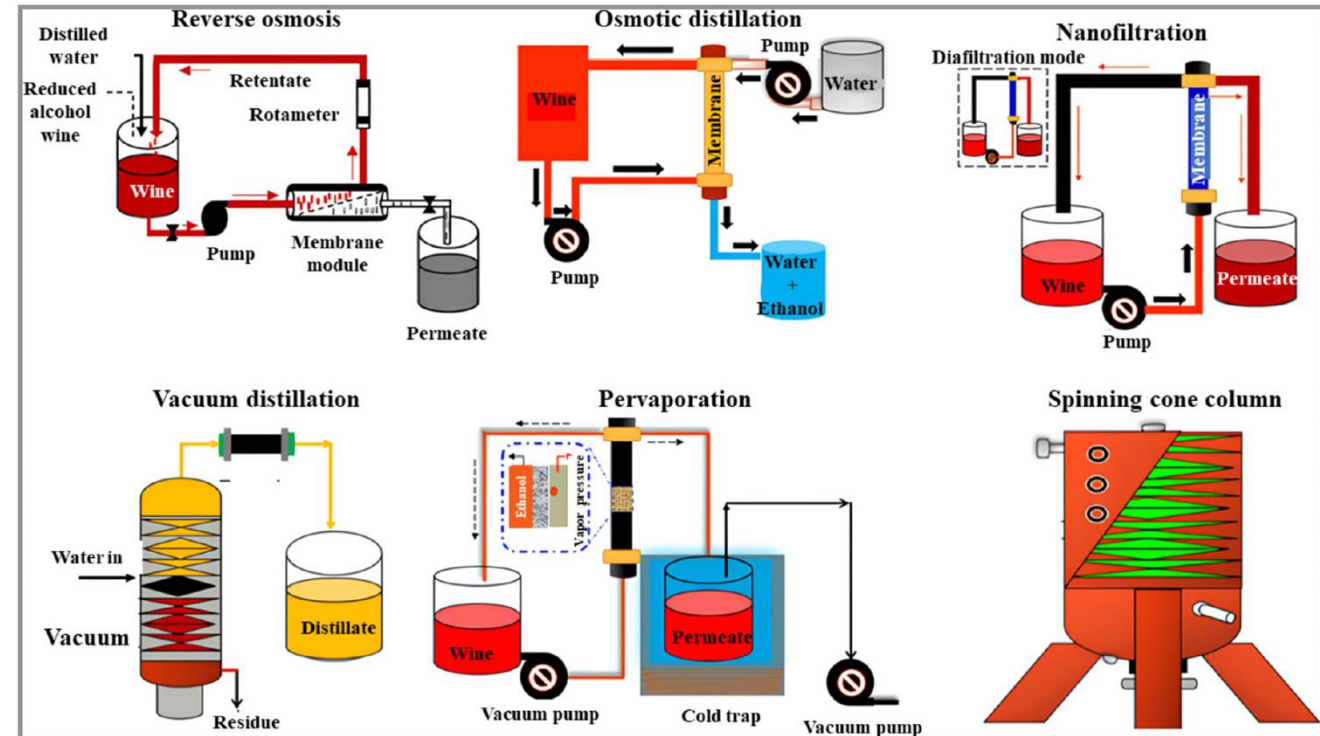




# Examples - Alternative Drinks



- Non-alcoholic drinks
  - Alcohol removed wine
- According to IWSR:
  - No-alcohol wine has seen substantial growth
  - no-alcohol market is expected to grow by 18% by 2028



**Downsides:** Needs pasteurization or refrigeration

Fig. 2 Scheme of different integrated systems for wine dealcoholization (reprinted from Sam et al. (2021b) under open access Creative Commons CC BY license)



# Examples - Artisan products

- Craft wine vinegar
  - Further fermentation



**Alcohol** +



**Oxygen** +



**Bacteria** →



**Vinegar**

**Downsides:** Requires knowledge of other fermentation processes and food safety.

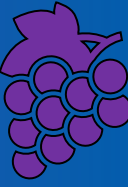


# Examples - Artisan products

- Jams/Jellies
- Syrups
- Chutney
  - Savory-sweet condiment
- Grape mustard
  - French condiment made with grape must
- Verjus (Verjuice)
  - Pressed unripe wine grapes

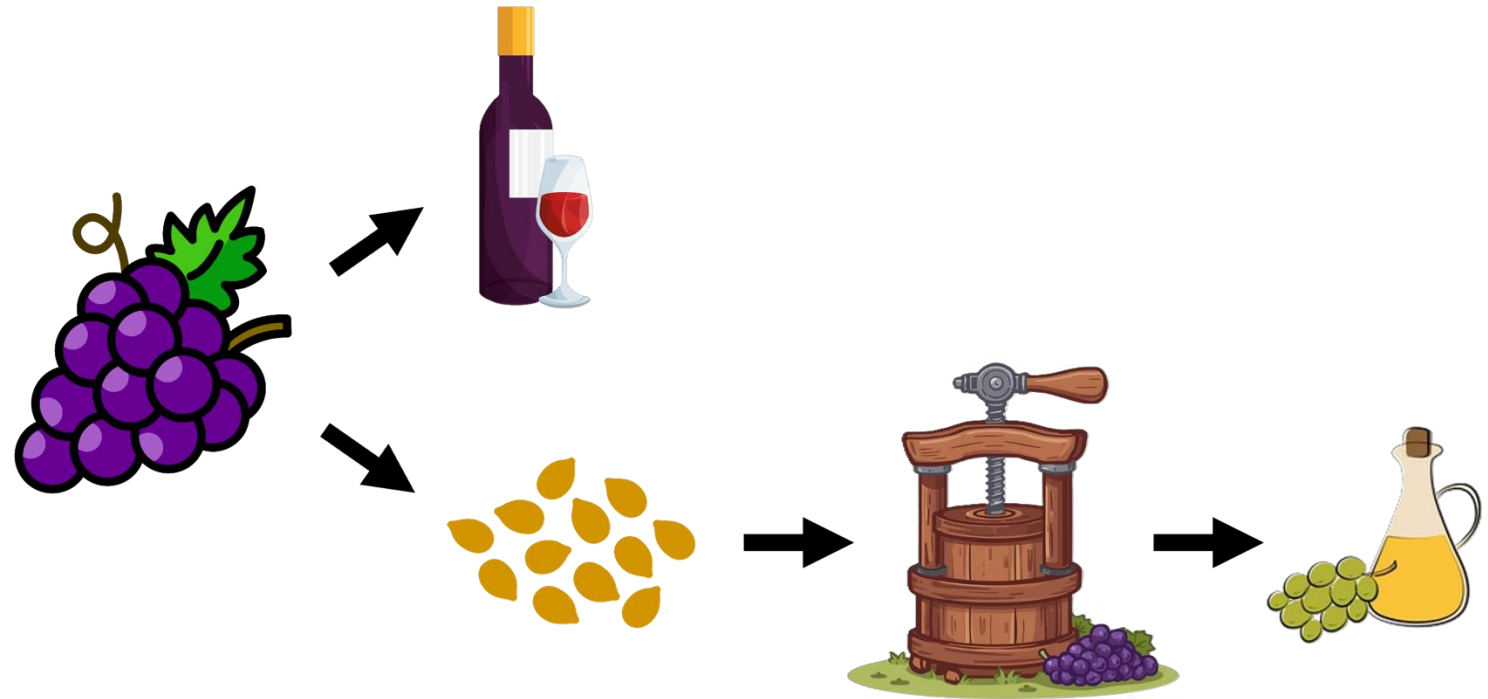


**Downsides:** High acidity may need balancing with sugar. Commercial pectin may be needed. Syrups must be slow cooked-down. Must have food safety knowledge. Some have niche markets

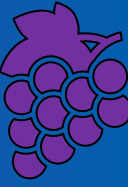


# Examples - Artisan products

- Grape seed oil
  - Eco-friendly by using byproduct
  - Cold press or solvent
  - Can make grapeseed meal as bioproduct



**Downsides:** Solvent may not be feasible for smaller scale. Storage is important factor to consider



# Examples - Artisan products

- Pickled grapes
- Fruit-leather
- Grape leaves
  - Fresh or brined



**Downsides:** Niche small markets. Fruit leather might require pectin addition. Food safety knowledge

# Examples - Other sustainable uses



- Grape pomace
  - livestock feed additive
    - Can be beneficial additive
- Compost
- Natural food colorant or dyes



animals



Review

## Grape By-Products as Feedstuff for Pig and Poultry Production

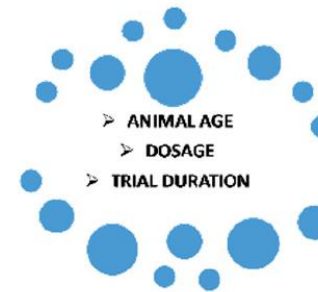
GRAPE BY- PRODUCTS



GRAPE POMACE



GRAPE SEEDS



- No growth performance impairment
- Increase of average daily gain  
( $\leq 9\%$  feed)

- No growth performance impairment
- Increase of average daily gain
- Decrease of feed conversion ratio  
( $< 3\%$  feed)

**Downsides:** Minimal direct profit; more of a value-recovery option.



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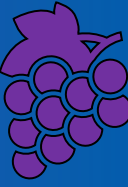
# Real world diversification?



Theory



Reality



# Diversification Examples – Villicana Winery

- **RE:FIND Distillery** was derived from the **Villicana Winery** owners' desire to be more sustainable in their winery.
- Uses the prized saignée (free-run juice) by fermenting and distilling it.
- In Paso Robles



<https://www.villicanawinery.com/>  
<https://www.refinddistillery.com/>



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# Diversification Examples – Castello Di Amorosa



- 2025 made new non-alcoholic wine experience
- Non-alcoholic wines and grape juices
- In Calistoga



**LIBERO MOSCATO**  
NON-ALCOHOLIC WINE

This estate-grown, non-alcoholic Moscato showcases the exceptional fruit of Anderson Valley. Through gentle de-alcoholization Achieved with STATE-OF-THE-ART Spinning-Cone Technology, we've preserved the pure varietal character of Anderson Valley Moscato in every bottle.



**GRAPE JUICE**  
PACK

This GRAPE JUICE 6 PACK is a non-alcoholic collection for all ages. We feature two bottles each of our Sparkling Red Grape Juice, Muscat Canelli Grape Juice and Gewürztraminer Grape Juice.





# Diversification Examples – Cass Winery



- Farm stays that can include:
- E-bike rides, horse rides, carriage rides, archery classes, art classes, and apiary classes
- In Paso Robles





# Diversification Examples – Caelesta Vineyard

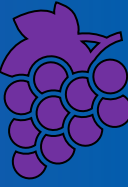
- Winery and vineyard that introduced a 10-acre truffle farm
- They have a trained dog that hunts for truffles and does truffle-based events as well as sells to local restaurants
- In Templeton

## CAELESTA VINEYARD



TRUFFLE HUNT +  
WINE TASTING



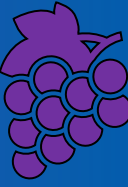


# Diversification Examples – Foursight Wines

- Vineyard since 2006.
- In 2023 made small lavender acreage near their winery to diversify products and bring agrotourism
- In Booneville



<https://www.foursightwines.com/>  
<https://mendocino-lavender.com/>



# Shifting the focus: more than just grapes

These farms leveraged what they had and connected to new markets through innovation and storying telling.





# Leave you with some resources:

- UC Small farms Marketing Strategy
  - <https://ucanr.edu/site/california-agritourism/marketing-strategy>
- UC Small farms Cottage Foods
  - <https://ucanr.edu/site/cottage-foods>
- CA Department of Public Health - Food and Drug
  - <https://www.cdph.ca.gov/Programs/CEH/DFDCS/Pages/FoodandDrugBranch.aspx>
- Lodi Wine Growers - Resources
  - <https://lodigrowers.com/standards/>
- Community Alliance of Family Famers – Marketing resources
  - <https://caff.org/farm-to-market/marketing-resources/>

# Final thoughts:



I hope this can jump start conversations and creative ideas for our community!

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