

THE VOICE OF THE WINE INDUSTRY

# WINES & VINES

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## **The Custom Crush Winery**

Custom crush or custom production facilities provide an economical way to crush grapes, create wines, bottle, warehouse and ship cased wines without the need for a winery to make a large investment in equipment and facilities. New wineries may decide to focus their energies and capital on vineyards and creating a market for their wines before investing in winemaking equipment. For existing wineries, having such a facility available is an obvious advantage when faced with an unexpectedly large harvest.

The custom crush service supplies the space, equipment and trained quality control staff to carry out a customer's winemaking goals. Customers supply the fruit, packaging supplies, the BATF license under which they market their wines, a well-defined plan and a winemaking consultant who will work closely with the trained staff at the production facility to make sure that the winemaking goals are met. In a very real way, the custom crush facility is an extension of the customer's business.

Working with a custom crush winery requires confidence in its ability to do what has been clearly defined, an understanding as to pricing, and strong communication on both sides.