

WINEMAKING MADE SIMPLE

The Festa Way

English Edition

by

Rossana Di Zio Magnotta

Festa Juice
juice for great wine



Rossana Di Zio Magnotta is a graduate of the Toronto Institute of Medical Technology, now the Michener Institute, and a Certified Canadian Registered Laboratory Technologist. While on her original career path, however, she discovered that her innate passion for wine would lead her in a completely different direction.

By using her analytical and progressive laboratory skills, Rossana was able to broach an area untouched by most producers of juice for winemaking. Quality and consistency were fundamentally lacking in the industry and Rossana, along with her husband Gabe, sought to add these attributes. As president of **Festa Juice**, she also recognized that many home winemakers lacked training in the art of winemaking and were reluctant to ask for help. Rossana set up a dynamic, state-of-the-art laboratory, re-evaluated the way home winemakers approached the process and redefined winemaking, calling it “The Festa Way”.

Soon afterwards, Rossana wrote and published *The Festa Way*, a clear and concise guide designed for home winemakers. Since it was first released in 1988, thousands of copies of *The Festa Way* have helped to bring the traditions of winemaking to the general public. Most of all, *The Festa Way* gives wine lovers the knowledge and support they need to experience the pride and joy of making great wine.

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271 Chrislea Road
Vaughan, Ontario
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Printed in Canada

ISBN: 0-9681404-0-8

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Festa Juice:

A History



Festa Juice is a wholly owned subsidiary of Magnotta Winery Corporation. The Magnotta Winery and Festa Juice Corporate mission is: To provide affordable excellence to our customers through a total commitment to innovation, quality and value.

In 1987, Rossana Di Zio Magnotta became the founding President of Festa Juice. Working with her husband Gabe, they incorporated Festa Juice to supply home winemakers with grape juices, winemaking equipment and expertise.

One of her first tasks was to design and install her own professional laboratory at the Festa Juice offices where she offered free chemical analysis of customers' homemade wine as they searched for excellence in their hobby. She also offered winemaking seminars and troubleshooting techniques to customers throughout the year.

With Festa Juice customers winning medals at adjudicated international home winemaking competitions, it should not be surprising that Festa Juice has become one of Ontario's leading suppliers of fresh juice, supplies and equipment to home winemakers. Many people believe this publication has been the catalyst to Festa's spectacular growth. It has served as a winemaking guide to thousands of customers and home winemakers everywhere.



***Winemaking
is an Art:
We Can All
Be Artists.***

***Welcome to
the World of
Festa Juice.***

Winemakers tend to shroud their craft in mystery and frighten many people away from the experience of making good wine. Yet, this is one of life's greatest pleasures – tasting and sharing with pride, excellent wines bearing one's family label and crest – wines they have made themselves.

In the Italian language, “Festa” means “feast”, “festival” or “party”—“happy, joyful occasions shared with others”. At Festa, we go beyond just a page or two of instructions; we share our winemaking expertise with you. Winemaking is not a complicated, mysterious process. By working together, we provide a full range of services and equipment to produce excellent wines at a surprisingly low cost. By following our simple and modern methods, you will convert Festa Juices into wines that will surpass all of your expectations.



We can say with great pride that winemakers using Festa Juice have received numerous gold, silver and bronze medal awards in local and international competitions.

Winemaking, the Festa Way, can be a fascinating hobby, bringing you hours of pleasure.

Red Wines:

Red wines come from the complete fermentation of red grapes. Colour and flavour intensity is achieved by varying the length in the maceration of the grapes, including their skins.

White Wines:

Dry white wines are created from the fermentation of either white or red grapes. These grapes should be pressed to extract the must (or juice) to prevent any colouration or pigmentation from the skins.



Rosé Wines:

Rosé wines are mostly defined by their colour and also the method of production used to treat and handle the varieties.

A) ***Rosé wines as an elaborated version of white wines:***
made with red grapes but follow the white wine technique of destemming and pressing. Usually the lighter coloured grapes are used that have a higher yellowish pigmentation.

B) ***Rosé wines produced by partial maceration:***
made with white or red grapes and follow closer to the red wine techniques of production but with very short and partial maceration of skins to obtain a limited extraction of pigmentation. These rosé wines have a darker colour with tints of purple and blue.

C) ***Rosé wines produced by colouration:***
made by blending a small quantity of red wines with white wines to obtain the desired tint. The best example of this is rosé Champagne where colouration is obtained by blending small quantities of *Pinot Noir* to their *Chardonnay* and *Pinot Blanc*.

Six Steps of Winemaking:

Generally speaking, there are six basic processes involved in the production of wine: harvesting, crushing, pressing, fermentation, clarification and maturation.

Harvesting:

Wine can be made from many varieties of grapes. Some varieties, such as *Riesling*, *Chardonnay* and *Sauvignon Blanc* grapes, produce white wines. Other varieties, such as *Cabernet Sauvignon*, *Merlot* and *Pinot Noir* grapes, produce red wines. White wine is produced by fermenting only the juice of grapes while red wine is produced by fermenting the juice of grapes with the skins included in order to extract colour. The skins give red wine tannin as well as other characteristics.



Crushing and Pressing:

Immediately following harvesting, the grapes are placed into a crusher and destemmed where the skins are broken and the stalks are removed. Next, the grapes are pressed by pneumatic and electrically operated presses that function by inflating a rubber bag which gently forces the grapes against a cylinder, squeezing the grapes to separate the juice from the skins, seeds and pulp.

These processes are completed within hours of the grapes being harvested. They ensure that no sour off-flavours are imparted because the grape skins are not ripped, nor are the pips crushed. Unfortunately, many presses used in on-the-spot crushing facilities do not follow these procedures.

The juice is analyzed and expertly blended and balanced by our enologists. This ensures that the resulting wines will yield 11.5-12% alcohol and have total acidity levels for red wines of 5.0-6.0% and for white wines of 6.0-7.5%. It is only after this careful adjustment that Festa Juices are placed in 21 litre pails with tamper-proof lids and stored in walk-in coolers at 0°C/32°F, ready to be taken home and converted into fine wines.

Fermentation:

Yeast, which is either found in its natural form on the skin of the grape or added by the winemaker, converts the sugar in the juice (must) to alcohol and carbon dioxide.

Clarification:

Upon completion of the fermentation process, suspended solids (i.e. dead yeast cells, sediments) will settle on their own over the course of two to three months, leaving the wine perfectly clear.

Maturation:

Maturation is the most difficult stage for most of us. It consists of not drinking the wine but of storing it in a tank, barrel or bottle while positive chemical changes occur. Some people will tell you that a wine can be drunk in four to six weeks. Generally speaking, the longer a wine is allowed to age, the better it becomes.





Taste is a Personal Preference:

The character of wine changes with time. Primary fruit flavours are gradually transformed to develop characters. Wood characters harmonize with primary fruit sensations, reds become browner and whites become more golden. Astringency in red wines decreases as tannins become larger and the wines appear softer and more pleasurable to drink. Apparent sweetness may become more evident.

It is a matter of personal preference whether you enjoy the more youthful primary fruit flavours or the complexity that develops with age. You should always set aside a portion of your homemade wine for long term aging.



Terms and Tips

*Used in
Winemaking*

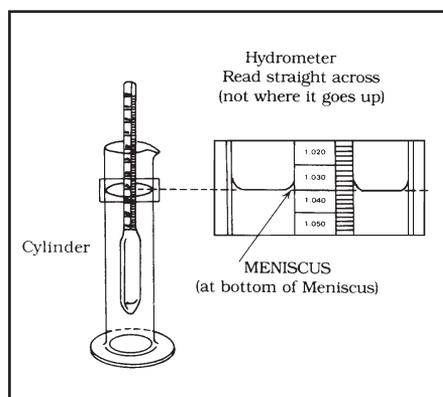


◆ *Sterilization*

Sterilization is the process of eliminating the growth of harmful bacteria and wild yeasts. ALL equipment must be sterilized with metabisulphite. This can be purchased in the form of pre-measured powder and is easily dissolved in a gallon of tap water. After washing all winemaking supplies with this sterilizing solution, **DO NOT RINSE WITH TAP WATER**. The metabisulphite solution is reusable and can be reused for up to six months.

◆ *Hydrometer*

The hydrometer is used to measure the amount of sugar in your juice or wine. It is measured in Balling or Specific Gravity degrees. Float the hydrometer in the cylinder by spinning it with a twist of the thumb and forefinger to dislodge any air bubbles which might be clinging



to its sides. These bubbles can cause errors in the readings. With your eyes at surface level, look at the place where the hydrometer stem emerges from the liquid. Surface tension causes the liquid to climb a little way up the stem, forming a tiny curve called the “meniscus”. Ignore the meniscus and read the scale from the point where the liquid, if it were level, would intersect the stem.

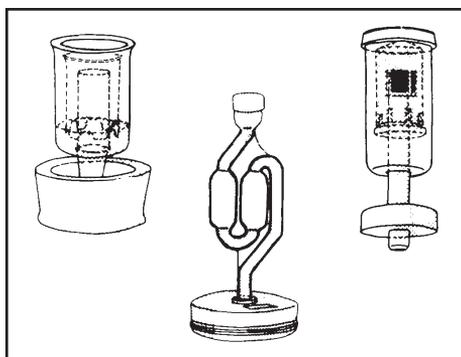
◆ *Fermentation Locks*

Fermentation locks are essential to successful winemaking because their design allows fermentation gases (CO_2) to escape while preventing air (O_2) – the number one enemy of wine – from entering your vessel. Festa Juice offers a selection of plastic locks at reasonable prices – a small investment which ensures great results.

Fill each lock with the sterilizing solution up to the clearly marked line. This step eliminates the possibility of bacteria forming after several days. The fermentation lock with sterilizing solution will



last for approximately one month before it should be refilled with fresh solution. The concentration of sulphur dioxide (which is the metabisulphite solution) decreases throughout fermentation and, therefore, bacteria are more likely to flourish near the end of the fermentation process. By changing the solution monthly, you will be maintaining the sulphur dioxide content. It is good practice to use fermentation locks for the whole winemaking process, including vessels that are used for aging (e.g. carboys and demijohns).



◆ ***Fermentation*** Fermentation occurs when the wine yeast converts the sugar in the juice to alcohol and carbon dioxide gas. This gas is released through the fermentation lock, leaving the alcohol in the juice which is now becoming wine.

For satisfactory results, it is most important that the fermentation temperature be regulated at a consistent temperature of between 21-24°C/70-75°F until the fermentation process has ended. Do not rack and/or transfer your wine to a cooler place (wine cellar or garage) while the wine is still sweet. The hydrometer will indicate when the juice can be transferred to a cooler place (usually with the hydrometer reading between .990-.992).

If you have any doubt at this stage, **DO NOT PROCEED**. Contact Festa Juice at **905-738-5550** for expert assistance. Festa Juice staff will answer any questions you may have.

At no time should you attempt to ferment your juice (in late fall or winter) in wine cellars or garages where temperatures will be



below $21^{\circ}\text{C}/70^{\circ}\text{F}$. The yeast will become dormant or can be destroyed at low temperatures, causing the fermentation process to stop and resulting in a sweet wine. During late spring or summer when temperatures rise to $21^{\circ}\text{C}/70^{\circ}\text{F}$ or higher, fermentation may resume and vessels or bottles may burst. Poor quality wine will almost certainly result.

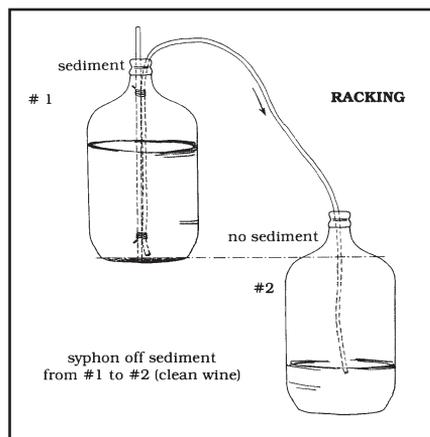
Just as low temperatures will damage wine, juices must not be fermented in areas where the temperature exceeds $30^{\circ}\text{C}/86^{\circ}\text{F}$. High temperatures will damage the yeast and, therefore, result in a sweet wine.

◆ *Racking*

Racking is the method of removing the wine from the original vessel to a second one, leaving the sediment in the original container. This yields a clean wine in the second vessel. The sediments can now be discarded.

It is a matter of personal preference when the wine is racked. When the fermentation process is complete (i.e. when the hydrometer has a specific gravity reading .992 or lower), the wine is ready for the FIRST racking.

The hydrometer is used as a guide, together with tasting. Remember, the drier the wine, the more stable it will be. When racking, the second vessel must be lower than the first to prevent sediment from entering the siphoning hose. If you do not have a specially designed hose, tie a clean stick an inch or two from the end of the hose. Inhale the air from the hose until it is filled with wine. Quickly place the wine filled hose in the second vessel.



What You Need to Make Award Winning Wine



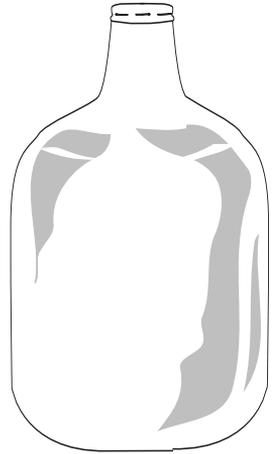
1. **Festa Juice**
 - wide selection available
2. **Vessel**
 - gallon jug, carboy, demijohn or barrel
3. **Siphoning Hose**
 - to transfer wine from one container to another
4. **Funnel**
 - sized to suit container
5. **Sterilization Powder**
 - to kill wild yeasts and bacteria
6. **Fermentation Lock**
 - prevents oxygen and bacteria from spoiling juice and permits carbon dioxide gas to escape during fermentation
7. **Hydrometer**
 - to measure sugar levels
8. **Thermometer**
 - essential to maintain consistent temperature of fermenting juice
9. **Antioxidant**
 - to prevent oxidation in wine
10. **Strainer**
 - to separate the grape skins from the grape juice

Vessels Used in Winemaking

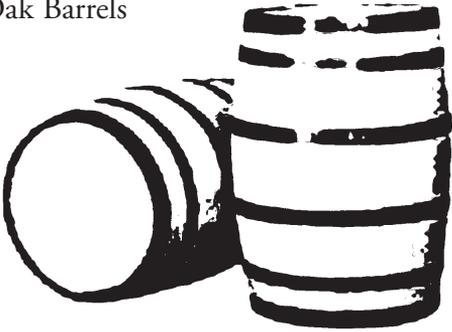


Plastic Pail
23 or 25 litre

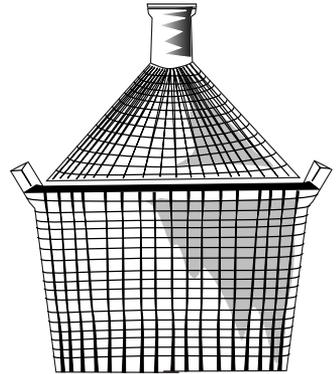
Carboy
(various sizes available
in glass or plastic)
19 litre
23 litre



Oak Barrels



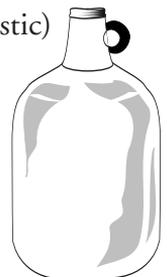
Demijohn
(various sizes available in glass)
5, 10, 15, 25,34, 54 litre



Wine Bottles



Gallon Jug
(available in
glass or plastic)



Strainer



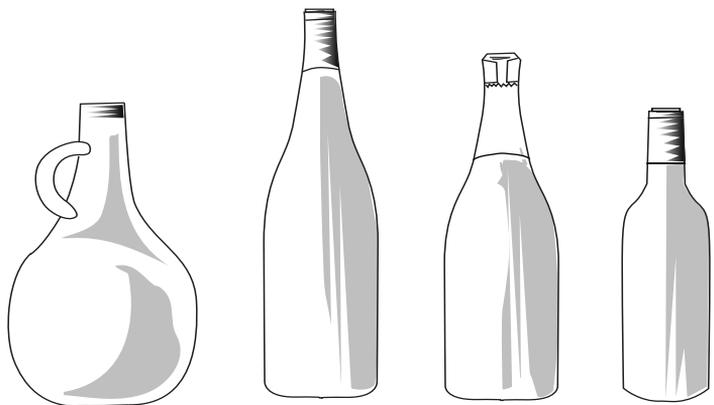
Bottling



If you prefer young wine or just can't wait, your wine may now be consumed. Your wine will be very good to drink but, like many things in life, wine improves with age. Sediments, tartrates and lees (dead wine yeast) continue to form during the aging process. Our recommendation is to wait for six months before bottling.

- Immediately prior to bottling, all bottles and equipment must be sterilized.
- Rack wine from the carboy into another container, leaving all sediment behind.
- Siphon wine into bottles allowing 2.5 cm (1 in.) space between the cork/cap and the wine.
- After corking, leave upright for about 10 minutes. Afterwards, bottles should be stored on their side to keep corks moist.
- Plan to set aside a portion of each batch in a cool, dark place to experience the excellence that accompanies the aging process.

Experience home winemaking results which until now were limited to professionals.



Storage



What are the requirements for a cellar? These can be summarized as follows:

1. Good ventilation to prevent mustiness and excessive condensation.
2. Absence of light; ultra-violet light greatly hastens aging. Wines stored in the dark mature gradually in a more predictable manner.
3. A reasonably stable, cool temperature of 11-14.5°C/ 52-58°F is essential. A thermometer in the cellar provides an easy means of checking the temperature fluctuations.

Fortunately, for the majority of winemakers it is unnecessary for a cellar to be underground but the above ground counterpart needs a little more attention and care.

A cupboard under the stairs may provide the solution, usually being dark and cool, if it is away from the chimney or central heating systems.



Procedure



Follow these simple steps and make great wine the Festa Juice way:

Never hesitate to ask questions.

1. Wash all equipment with the sterilizing solution. Remember, the solution is reusable for up to six months.
2. Open the juice pail. Note: If you purchased a pail of pasteurized juice, you will find a bag of juice and a package of yeast. You may want someone to help you, as the bag can be awkward to handle. Have your partner hold the pail firmly while you lift out the bag and then place it on the floor. Remove the cap. Holding the spout firmly, you and your partner lift the bag and pour the contents into the open pail. Sprinkle the yeast gently on the juice and stir well.

If you purchased a pail of fresh juice, there is no bag or yeast in the pail and nothing to be added.

Stir the juice well and pour into a 23 litre carboy, leaving about 10% space at the top for fermentation gases.

3. Immediately apply the fermentation lock filled with sterilizing solution to the carboy and place in a warm area (between 21-25°C/70-77°F). It must stay there for approximately four weeks. Make sure the specific gravity lowers as the weeks pass.
4. When the specific gravity is .992 or lower, rack the wine for the first time into a 19 litre carboy. Stabilize the wine by adding an antioxidant. Top up the racked wine so there is no air space in the container.
5. Add more sterilizing solution into the fermentation lock. Replace the lock and move the carboy to a cooler place (between 15-17°C/59-63°F). After two or three weeks, your wine should be clear. If not, Festa carries a full line of clarifying agents.
6. Rack the wine for the second time and top it up. Replace the fermentation lock with freshly added sterilizing solution and return the wine to a cool place (between 15-17°C/59-63°F) for aging.

Procedure with Skins



Follow these simple steps and make great wine the Festa Juice way:

Never hesitate to ask questions.

1. Wash all equipment with the sterilizing solution. Remember, the solution is reusable for up to six months.
2. Open the juice pail. Stir the juice well and pour into a 25 litre food grade plastic pail. Add the thawed skins to the juice and stir them well. Cover the pail of juice and skins with a plastic sheet or loose fitting lid. Move the pail to a consistently warm place, between 21-24°C/70-75°F. To get the most flavour from the skins, be sure to stir the juice at least three times a day.
3. Let the juice and skins sit for about five to seven days or until the specific gravity is between 1.010 and 1.030. At this time use the strainer, squeezing the skins by hand for maximum juice extraction. After all the skins are removed from the juice, pour it into a 23 litre carboy and leave some space, about 10% at the top, for fermentation gases.
4. Immediately apply the fermentation lock and place the carboy in a warm area (between 21-25°C/70-77°F). It must stay there for approximately two or three weeks. Make sure the specific gravity lowers as the weeks pass.
5. When the specific gravity is .992 or lower, rack the wine for the first time into a 19 litre carboy. Stabilize the wine by adding an antioxidant. Top up the racked wine so there is no air space in the container.
6. Apply more sterilizing solution into the fermentation lock. Replace the lock and move the carboy to a cooler place (between 15-17°C/59-63°F). After two or three weeks, your wine should be clear. If not, Festa carries a full line of clarifying agents.
7. Rack the wine for the second time and top it up. Replace the fermentation lock with freshly added sterilizing solution and return the wine to a cool place (between 15-17°C/59-63°F) for aging.

Please note:

If you need assistance, do not hesitate to call us at 905-738-5550.

Wine Log

Wine Log No: _____

Type of Wine: _____

Amount in Litres: _____

Date Started: _____

Comments: _____

Racking Dates:	Specific Gravity:	Comments:
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____

Date Sealed for Storage: _____ Date Bottled: _____

NOTES: _____



271 Chrislea Road, Vaughan, Ontario L4L 8N6
Tel: 905-738-5550 • Fax 905-738-5551
Toll Free: 1-800-461-WINE (9463)

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Amount in Litres: _____

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1. _____	_____	_____
2. _____	_____	_____
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905-897-WINE (9463)

Festa Juice Brampton

7700 Hurontario Street
905-451-2511

Festa Juice North York

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Festa Juice Cambridge

1300 Bishop Street
519-624-9322

Festa Juice Scarborough

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