



AUBURN
College of Human Sciences
Horst Schulze School of Hospitality Management

THE 18TH ANNUAL
**EPICUREAN TOUR OF
NORTHERN CALIFORNIA**
MAY 2024





AUBURN UNIVERSITY

College of Human Sciences
Horst Schulze School of Hospitality Management

DEAR FRIENDS,

Thank you for participating in Auburn University's Horst Schulze School of Hospitality Management's 18th Epicurean Study Tour of Northern California.

The Horst Schulze School of Hospitality Management has a long and successful history of engaging in experiential education. Our approach has always been focused on broadening horizons and improving quality of life for all touched by our programs of study.

Over the years, our students have used these experiences to differentiate themselves in employment searches and long-term career progression. Our faculty have brought to the classroom their great mix of multi-cultural experiences and continued circle of sharing and learning with subsequent student groups.

Born out of a need to blend academic purpose with industry expertise, we created the Epicurean Tour in 2005. Today it has grown to be the most sought-after professional development experience by students in the Horst Schulze School of Hospitality Management. The impact of the Epicurean Tour has been life-changing for many of them as our alumni are now employed by award-winning wineries, five-star resorts, and leading event management firms throughout the world. The connections made are real, transformative, and endearing. Businesses featured on this trip have become part of the Horst Schulze School of Hospitality Management family.

Thank you for helping to make this trip a reality. It is with great anticipation and appreciation that we look forward to sharing this experience with you.

WAR EAGLE!

Martin O'Neill, PhD

Head of Horst Schulze School of Hospitality Management
Horst Schulze Endowed Professor

ADDITIONAL INFORMATION

ACCOMMODATIONS

HOLMAN RANCH

60 Holman Road
Carmel Valley, CA 93924

HILTON GARDEN INN

3585 Solano Ave
Napa, CA 94558

CONTACTS

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AT-A-GLANCE

SUNDAY, MAY 5

- 7:15am** Meet at ATL Gate for
DL # 809 (6:15am CST)
- 9:13am** Depart Atlanta, DL #809
- 11:23am** Arrive San Jose
International Airport, San
Jose, CA
- 12:00pm** Transfer to The Lodge at
Pebble Beach
Lunch provided on bus
- 1:30pm** Tour of The Lodge at
Pebble Beach
- 3:00pm** Visit Shops at Pebble
Beach
- 3:45pm** Transfer to Carmel-By-
The-Sea
- 4:00pm** Free time to explore
Carmel-By-The-Sea
- 5:45pm** Transfer to The Sardine
Factory
- 6:00pm** Dinner at The Sardine
Factory
- 9:00pm** Transfer to Holman Ranch

MONDAY, MAY 6TH

- 7:30am** Transfer to Portola Hotel and
Spa at Monterey Bay
- 8:00am** Breakfast at Portola Hotel
and Spa at Monterey Bay
- 9:45am** Transfer to Pisoni Vineyards
- 11:00am** Pisoni Vineyards tour, tasting
and lunch
- 2:00pm** Transfer to Holman Ranch
- 3:00pm** Upper Vineyard, Cave and
Hacienda tour and tasting at
Holman Ranch
- 5:00pm** Passed appetizers and drinks
or time to refresh before
dinner
- 5:30pm** Dinner under the arbor at
Holman Ranch

TUESDAY, MAY 7TH

- 8:00am** Breakfast at Holman Ranch
- 8:45am** Transfer to St. Helena
- 12:30pm** Lunch at Gott's Roadside, St.
Helena
- 1:45pm** Transfer to Revana Family
Vineyards
- 2:00pm** Tour and tasting at Revana
Family Vineyards
- 4:15pm** Transfer to Trinchero Main
Street
- 4:30pm** Production tour and tasting
at Trinchero Main Street, St.
Helena
- 6:00pm** Dinner at Sutter Home
Victorian
- 8:00pm** Transfer to Hilton Garden Inn
- 8:30pm** Check-in to Hilton Garden Inn,
Napa

ITINERARY

WEDNESDAY, MAY 8TH

- 7:00am Breakfast at Hilton Garden Inn
- 7:30am Transfer to Seguin Moreau
- 8:00am Production tour and barrel making seminar at Seguin Moreau
- 9:30am Transfer to Quintessa Winery
- 10:15am Tour, tasting and lunch at Quintessa Winery
- 1:45pm Transfer to Schramsberg Vineyards
- 2:15pm Tour and tasting at Schramsberg Vineyards
- 4:00pm Transfer to Fisher Winery Calistoga
- 5:00pm Tasting and dinner at Fisher Winery
- 7:00pm Transfer to Hilton Garden Inn
- 7:45pm Hilton Garden Inn

THURSDAY, MAY 9TH

- 7:30am Transfer to Auberge du Soleil
- 8:00am Breakfast and tour at Auberge du Soleil
- 10:30am Transfer to Continuum Estate
- 11:00am Tour and tasting at Continuum Estate
- 12:30pm Transfer to The Thomas Keller Group (boxed lunch on bus)
- 1:30pm Tour and tasting through The Thomas Keller Group Restaurants
- 4:30pm Transfer to Freemark Abbey Winery
- 5:00pm Blending seminar and dinner at Freemark Abbey Winery
- 9:00pm Transfer to Hilton Garden Inn

FRIDAY, MAY 10TH

- 6:20am Breakfast at the Hilton Garden Inn
- 6:50am Transfer to Single Thread Farm
- 8:00am Tour of Single Thread Farm, Restaurant, and Inn
- 10:30am Transfer to Joseph Phelps Vineyards
- 11:30pm Tour, tasting and lunch at Joseph Phelps Vineyards
- 2:30pm Transfer to downtown St. Helena
- 2:45pm Free time in St. Helena
- 5:00pm Transfer to Far Niente Winery
- 5:30pm Tour, tasting and dinner at Far Niente Winery
- 8:00pm Transfer to Hilton Garden Inn

SATURDAY, MAY 11TH

- 6:30am Breakfast and check out at Hilton Garden Inn
- 7:30am Transfer to the Golden Gate Bridge
- 8:30am Quick stop and picture at the Golden Gate Bridge
- 8:45am Transfer to Ferry Building Market in San Francisco
- 9:30am Free time at Ferry Building Market
- 11:45am Transfer to San Francisco International Airport
- 12:00pm Check-in to Delta #324**
- 2:00pm Depart SFO for Atlanta
- 9:46pm Arrive Atlanta Hartsfield Jackson Airport

⁶ SUNDAY MAY 5

7:15 AM — MEET AT ATL GATE FOR DL # 809 (6:15AM CST)

9:13 AM — DEPART ATLANTA, **DL #809**

11:23 AM — ARRIVE SAN JOSE INTERNATIONAL AIRPORT,
SAN JOSE, CA

Meet and Greet at Baggage Claim

Special note. If you are not on the group flight, please meet the group at the Delta baggage claim for group transfer or directly at Pebble Beach Visitors Center at 1:30pm.

12:00 PM — TRANSFER TO THE LODGE AT PEBBLE BEACH

1:30 PM — AFTERNOON TOUR OF THE LODGE AT PEBBLE BEACH, THE FAMOUS GROUNDS AND GOLF COURSE HOSTED BY JEFF WALLACE, VICE PRESIDENT OF OPERATIONS, AND GRETCHEN MELVIN, SPECIAL EVENTS MANAGER

The Lodge at Pebble Beach

Since 1919, The Lodge at Pebble Beach has been a landmark destination, the spectacular intersection of luxury and breathtaking beauty. As a golfer, the tradition of staying at The Lodge while overlooking the most famous finishing hole in the game is a proud rite of passage. The Lodge experience has only been enhanced with the distinct addition of Fairway One along the first hole. The striking scenery at The Lodge is only rivaled by our sincere dedication to service and our commitment to creating a once-in-a-lifetime experience during your stay.

(source: www.pebblebeach.com)



3:00 PM — VISIT SHOPS AT PEBBLE BEACH

3:45 PM — TRANSFER TO CARMEL-BY-THE-SEA

4:00 PM — FREE TIME TO EXPLORE CARMEL-BY-THE-SEA

CARMEL-BY-THE-SEA

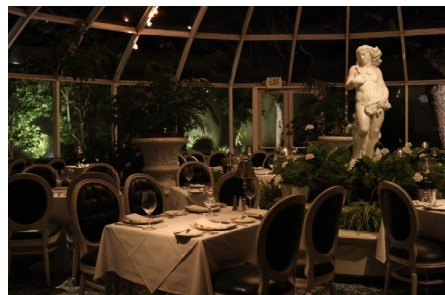
Carmel-by-the-Sea, founded by artists and writers like Jack London and Robinson Jeffers, preserves its charm with measures like banning streetlights and fast food franchises. Its eclectic dining scene offers international, regional, and local cuisines sourced from Monterey Bay and Salinas Valley. Shopping ranges from outdoor malls to family-owned boutiques. Carmel Beach, at the foot of Ocean Avenue, is a top spot on California's Central Coast. The town boasts numerous tasting rooms, wine bars, and bottle shops. Explore Carmel's history and enjoy lunch at one of its many restaurants during free time.

5:45 PM — TRANSFER TO THE SARDINE FACTORY

6:00 PM — DINNER AT THE SARDINE FACTORY WITH TED BALESTRERI

Every city has that one can't miss restaurant, where celebrities feel at home and every other guest feels like a celebrity. Since October 2, 1968, The Sardine Factory's cachet has made dining in our historic Cannery Row setting a tradition for world leaders, sports heroes and entertainment icons. Our award-winning chefs prepare delectable creations of fresh, sustainable seafood and USDA Prime Dry Aged Beef. The Sardine Factory has received Restaurant Hospitality Magazine's "Best Wine List in America" award among so many other culinary, wine list and service awards. The Lounge's live entertainment, Happy Hours and affordable menu are a casual alternative to our other dining rooms.

(source: www.sardinefactory.com)



9:00 PM — TRANSFER TO HOLMAN RANCH

7:30 AM — TRANSFER TO PORTOLA HOTEL & SPA AT MONTEREY BAY

8:00 AM — BREAKFAST AT PORTOLA HOTEL & SPA AT MONTEREY BAY HOSTED BY GENERAL MANAGER JANINE CHICOURRAT

Portola Hotel & Spa at Monterey Bay

The Portola Hotel & Spa is a luxurious hotel located in Monterey, California. Situated in the heart of downtown Monterey near Fisherman's Wharf, this hotel offers upscale accommodations, dining options, and a full-service spa. It's known for its elegant ambiance, excellent service, and convenient location for exploring the attractions of Monterey. They have a total of 379 rooms with 11 different room types. There are two on site dining options which are Jack's Monterey which is more upscale focused on providing fresh, California cuisine and then there is Peter B's brewpub which is a more relaxed atmosphere that has its own craft beer brewery inside. Their spa has been rated the best spa in Monterey for seven years and their menu is extensive with 40 services. They have 11 treatment rooms in addition to a pool, jacuzzi, and steam rooms. The Portola hotel is also a great spot for any kind of event as they have a 60,000 square feet conference center in addition to eleven outdoor venues.

(Source: <https://www.portolahotel.com/>)



GUEST SPEAKER CAROL CHORBAJIAN, OWNER OF CCM&E

CCM&E Destination Services

CCM&E is a destination service that provides a wide array of services throughout Monterey, Carmel, and Pebble Beach. It is an independently owned company by Carol Chorbajian who has extensive experience in the hospitality industry. They are

known for long term customer loyalty, and creativity and service in complete meeting and event services. They handle everything from transportation, décor, activities, and even favors for your event. Their staff is extremely knowledgeable about the local areas allowing them to give personalized tours based on the clients preferences and are able to assist you in any capacity relating to your event.

(source: www.ccm-e.com)

9:45 AM — TRANSFER TO PISONI VINEYARDS

11:00 AM — PISONI VINEYARDS TOUR, TASTING AND LUNCH HOSTED BY MARK PISONI

Pisoni Vineyards

Pisoni Vineyards was founded by Gary Pisoni, a charismatic figure known for his passion and unconventional approach to winemaking. His sons, Mark Pisoni, the farmer, and Jeff Pisoni, the winemaker, have continued his legacy. The Pisoni family operates several vineyards, including Pisoni Vineyards, Lucia Vineyards, and Gary's Vineyard. These vineyards are located in the Santa Lucia Highlands, an area known for producing high-quality wines. The Pisonis grow several varietals, such as Pinot Noir, Syrah, and Chardonnay. However, they are particularly famous for their Estate Pinot Noir. In 2021, the Pisoni family was recognized as the Winemaking Family of the Year for their contributions to winemaking.



2:00 PM — TRANSFER TO HOLMAN RANCH

3:00 PM — UPPER VINEYARD, CAVE AND HACIENDA TOUR AND TASTING AT HOLMAN RANCH

5:00 PM — PASSED APPETIZERS AND DRINKS OR TIME TO REFRESH BEFORE DINNER

5:30 PM — DINNER AT HOLMAN RANCH HOSTED BY TOM AND SUSAN LOWDER

Holman Ranch

Holman Ranch wine is more than a label; it's a family love story, carried on by the Lowders and winemakers Chris and Greg Vita. Tom and Susan Lowder honor their late spouses through the wine, which also supports various beneficiaries. Since 1928, Holman Ranch has upheld its commitment to hospitality, offering a space where people can savor moments and wine's nuances. Located in the Carmel Valley Appellation, the vineyards benefit from Monterey Bay's fog and temperature swings, resulting in unique wines that reflect the area's grace and elegance.



TUESDAY MAY 7

8:00 AM — BREAKFAST AT HOLMAN RANCH

8:45 AM — TRANSFER TO ST. HELENA

12:30 PM — LUNCH AT GOTT'S ROADSIDE, ST. HELENA

1:45 PM — TRANSFER TO REVANA FAMILY VINEYARDS

2:00 PM — TOUR AND TASTING AT REVANA FAMILY VINEYARDS

Revana Family Vineyards

We are a boutique family-owned vineyard in St. Helena, California, nestled between Spring Mountain and Howell Mountain. Dr. Revana selected this site for his vineyard because

of the excellent soil and sun exposure. With the help of a world-renowned winemaker, Thomas Rivers Brown, we grow refined, elegant, and powerful wines. We aim to offer wines with the utmost sense of place and rarity.



4:15 PM — TRANSFER TO TRINCHERO MAIN STREET

4:30 PM — PRODUCTION TOUR AND TASTING AT TRINCHERO MAIN STREET WITH AIMEE BAKER, WINEMAKER AND AUBURN HOSPITALITY MANAGEMENT ALUMNA MADISON KREAMER, SENIOR MANAGER, WINE & SPIRITS EDUCATION

6:00 PM — DINNER AT SUTTER HOME VICTORIAN SPONSORED BY TRINCHERO FAMILY ESTATES

Sutter Home Victorian

Sutter Home was established in 1948 and has since grown to become a significant player in the wine industry. Bob Trinchero, Roger Trinchero, and Bob Torkelson, the CEO, are among the notable people behind the winery. Sutter Home is best known for its White Zinfandel, a type of wine that became immensely popular and helped bring wine to a wider audience. They also produce other varietals, including Cabernet Sauvignon, Merlot, Red Moscato, Chardonnay, Moscato, Pinot Grigio, and Sauvignon Blanc. In 1994, Sutter Home received the Wine Spectator Distinguished Service Award for opening the world of wine to more people than ever before. The winery also hosts the “Build a Better Burger” contest, an annual competition to create a burger recipe paired with a Sutter Home wine. The 2023 winner was a “Philly Porchetta Cheesesteak Burger” paired with Sutter Home Pinot Grigio.



8:00 PM — TRANSFER TO HILTON GARDEN INN

8:30 PM — CHECK IN TO HILTON GARDEN INN

WEDNESDAY *MAY 8*

7:00 AM — BREAKFAST ON OWN WITH VOUCHER, HILTON GARDEN INN

7:30 AM — TRANSFER TO SEGUIN MOREAU

8:00 AM — PRODUCTION TOUR AND BARREL MAKING SEMINAR AT SEGUIN MOREAU WITH CHRIS HANSEN, GENERAL MANAGER, ANDY BYARS AND DOUGLAS RENNIE, MASTER COOPERS

Seguin Moreau

Seguin Moreau, founded in 1870 and 1838, merges tradition with modern technology to produce top-quality barrels for wineries and spirits. Their expertise, spanning nearly two centuries, emphasizes the crucial role of barrels in winemaking, where oak serves as an essential tool, softening tannins and enhancing complexity. Originally separate entities, SEGUIN and MOREAU cooperages joined forces in the 1970s under Remy Martin, later collaborating with Bordeaux's Oenology Faculty to research wine-oak interactions. Insights led to advancements in grain tightness, toasting, and maturation techniques. Today, the cooperage operates globally with three production sites, seasoning yards, and integrated stave mills. In 1986, they established a presence in Napa Valley, culminating in SEGUIN MOREAU Napa Cooperage in 1994, combining French heritage with American resources for optimal barrel craftsmanship.



9:30 AM — TRANSFER TO QUINTESSA WINERY

10:15 AM — VINEYARD TOUR AND TASTING AT QUINTESSA WINERY WITH RODRIGO SOTO, GENERAL MANAGER, AND REBEKAH WINEBURG, WINEMAKER

12:00 PM — LUNCH IN THE HOME OF AGUSTIN & VALERIA HUNEEUS SPONSORED BY QUINTESSA WINERY

Quintessa Winery

In the heart of Rutherford lies Quintessa, boasting a diverse landscape with a valley, lake, river, five hills, and four microclimates—a rarity in vineyard diversity. Originally part of the Caymus land grant, it was acquired in the 1940s by George Mardikian, a notable restaurateur. Despite his dream of a premium wine estate, it remained unfulfilled upon his death in the early 1980s. His children later offered the property for sale, drawing interest from prominent vintners like Joe Heitz and Robert Mondavi, but no sale materialized until Valeria Huneeus took notice in 1989. Despite skepticism, Valeria pursued the acquisition, eventually gaining the trust of the Mardikian family and purchasing the estate in 1990. Christened Quintessa, symbolizing its five hills and commitment to showcasing Rutherford's finest, the estate now stands as a testament to Valeria's vision and determination.



1:45 PM — TRANSFER TO SCHRAMSBERG VINEYARDS

2:15 PM — TOUR AND TASTING AT SCHRAMSBERG VINEYARDS WITH HUGH DAVIES, PROPRIETOR AND JESSICA KOGA, WINEMAKER

Schramsberg Vineyards

Schramsberg Vineyards is located in Calistoga, CA, and is known for their “extraordinary” sparkling wine. The vineyard first began in the 19th century when Jacob Schram, a German immigrant, started a winery in Diamond Mountain. Schramsberg estate was restored by Jack and Jamie Davies in 1965, a hundred years later. When Jack and Jamie purchased Schramsberg from Jacob Schram, they chose to preserve the land that was already there instead of rebuilding the old house. Instead, the Davies restored the ancient homestead while retaining 155 acres of forested land and only used 43 acres for vineyards. In 1967, Jack Davies served as the chairman of a citizen committee formed to support the creation of the Napa Valley Agricultural Preserve. Today, Schramsberg is known as “America’s most prestigious, select and admired sparkling wine; chosen for special guests, special gifts, pampering oneself and expressing one’s taste in unique products” (“History,” 2016). Schramsberg has also made its presence in history. In 1972 during the “Toast to Peace” with China’s Premier Zhou Enlai, President Nixon decided to use Blanc de Blancs.



4:00 PM — TRANSFER TO FISHER WINERY CALISTOGA

5:00 PM — TASTING AND DINNER AT FISHER WINERY CALISTOGA WITH THE FISHER FAMILY

Fisher Winery

Founded in 1973 by Fred and Juelle, the winery spans 100 acres in the Mayacamas Mountains and 57 acres on the Silverado Trail in Napa Valley. The estate-built winery, nestled among vines and Douglas Firs, was crafted from on-site timber by architect William Turnbull. Situated adjacent to the renowned Eisele Vineyard, their Napa property produces Lamb Vineyard Cabernet, Coach Insignia Cabernet, and Cameron Bordeaux Blend. Committed to

expressing their mountain and valley heritage through consistent, world-class wines, they emphasize terroir's essence. Their mission is to honor the land they steward and their team, aiming for timeless balance and style in each bottle.



7:00 PM — TRANSFER TO HILTON GARDEN INN

7:45 PM — HILTON GARDEN INN

MAY 9 THURSDAY

7:30 AM — TRANSFER TO AUBERGE DU SOLEIL

8:00 AM — BREAKFAST AND TOUR AT AUBERGE DU SOLEIL
HOSTED BY BRADLEY REYNOLDS, GENERAL
MANAGER AND HIS TEAM

Auberge du Soleil

Showcasing breathtaking views, Auberge du Soleil is the dream of French restaurateur, Claude Rouas. In 1981, with business partner, Bob Harmon, Rouas opened Napa Valley's first fine-dining restaurant, designed to reflect a taste of Provence in California wine country. The immediate success prompted the addition of "The Inn of the Sun" five years later. Nestled within a terraced, sun-kissed hillside amid 33-acres of heritage olive and oak trees, the hotel's 50 contemporary guestrooms and suites, effortlessly blend relaxed sophistication with understated elegance, earning a long-standing reputation as wine country's most iconic luxury property. (source: www.aubergeresorts.com)



10 :30 AM — TRANSFER TO CONTINUUM ESTATE

11:00 AM — TOUR AND TASTING AT CONTINUUM WITH
 CARISSA MONDAVI, PROPRIETRESS, AND AUBURN
 HOSPITALITY MANAGEMENT ALUMNA, ANNE BOWAB

Continuum Estate

Continuum is built upon a dynamic and pioneering family history. Over more than a century, four generations of Mondavis have produced wines that continually raised the bar for quality and prestige, propelling the family name to become synonymous with the shimmering promise of California wine. Cesare Mondavi, an innovator, brought the family to America, to wine, and to the Napa Valley. His son Robert, a visionary, possessed a passion for excellence and tireless ambition which transformed not only his family but the entire world of wine. Tim Mondavi, a virtuoso, from a young age came into the family business and blazed trails globally, developing wines of world-class quality. Now, he and his sister Marcia Mondavi Borger, along with their adult children, have created Continuum, the new home of Mondavi family winemaking.

(source: <https://www.continuumestate.com/foundation/>)



12:30 PM — TRANSFER TO THE THOMAS KELLER GROUP IN
 YOUNTVILLE

1:30 PM — TOUR AND TASTING THROUGH THE THOMAS
 KELLER GROUP RESTAURANTS WITH GABRIELA
 YZUNZA, HUMAN RESOURCES DIRECTOR

The French Laundry

The French Laundry, nestled in California's Napa Valley, is a culinary mecca, renowned for its exceptional French-American cuisine and unparalleled dining experience. Established by Chef Thomas Keller in 1994, it occupies a charming two-story stone cottage in Yountville. The restaurant is celebrated for its meticulous attention to detail, from the locally sourced ingredients to the fine-tuned service. The multi-course

tasting menus, which change daily, are a gastronomic journey showcasing Keller's innovative dishes like Oysters and Pearls, a sumptuous sabayon of pearl tapioca with oysters and caviar. With three Michelin stars to its name, The French Laundry is not just a meal but an event, offering a memorable intersection of food, art, and elegance.



Bouchon Bistro

Bouchon Bistro, founded by Chef Thomas Keller in October 1998 near the French Laundry, offers an authentic French dining experience. Designed by Adam D. Tihany, the bistro features a meticulously crafted interior with a French Zinc Bar and mosaic flooring. Accolades include a Michelin one-star rating and praise from local publications. Expansion includes locations in Las Vegas and Miami. The menu highlights seasonal ingredients with favorites like roast chicken and trout amandine. The Vin Carafe program pairs wines from Napa Valley and France. Chef Keller leads the bistro, supported by General Manager Alex Laos and Chef de Cuisine Ryan King. Pastry offerings are overseen by Chef Raymie Fuentes, also responsible for Bouchon Bakery nearby. Open to walk-ins and reservations, the bistro offers private dining and offsite catering. With its authentic ambiance and refined cuisine, Bouchon Bistro embodies Chef Keller's dedication to exceptional dining experiences.



Bouchon Bakery

Bouchon Bakery, a part of the Thomas Keller Restaurant Group in Yountville, California, was established in 2003 to supply exceptional bread to local eateries like the French Laundry and Bouchon Bistro. Initially focused on bread, it has grown into a renowned bakery with international locations in Las Vegas and Dubai. Beyond bread, it offers a range of French and American desserts, breakfast pastries, and savory items. Customers can enjoy treats in a shaded courtyard or order online. Led by Chef Thomas Keller, the bakery boasts a commitment to excellence, with pastry chef Raymie Fuentes and head baker Octavio Alcantar contributing to its success. The name “Bouchon” comes from the French word for cork and is famously associated with their dense chocolate brownie. The bakery prioritizes providing an emotional culinary experience, emphasizing quality and attention to detail. Through their meticulous approach and passion for baking, the team aims to create memorable experiences for patrons through taste and atmosphere.



Ad Hoc

Ad Hoc, also located in Yountville, is Chef Thomas Keller’s adventure into family-style dining. Opened in 2006, the restaurant was originally meant to be a temporary project but quickly became a permanent fixture due to its popularity. Ad Hoc offers a laid-back atmosphere compared to its sophisticated sibling, The French Laundry. It presents a four-course menu that changes daily, reflecting the comfort food theme with dishes like buttermilk fried chicken and barbecue ribs. The emphasis is on American classics done to perfection, utilizing high-quality ingredients and simple but exacting preparation. Ad Hoc provides a casual, yet refined dining experience that complements Keller’s portfolio with its homestyle warmth and charm.

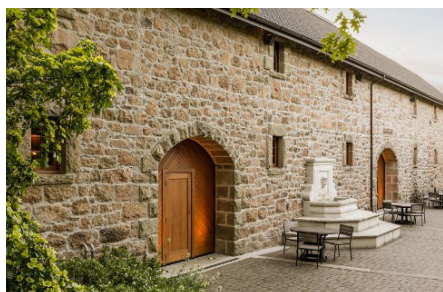


4:30 PM — TRANSFER TO FREEMARK ABBEY WINERY

5:00 PM — BLENDING SEMINAR AT FREEMARK ABBEY WINERY LED BY MASTER SOMMELIER, THOMAS PRICE
DINNER SPONSORED BY FREEMARK ABBEY WINERY

Freemark Abbey

Established in 1886 as Napa Valley's 16th bonded winery, Freemark Abbey holds a storied legacy, boasting one of the region's earliest Cabernet productions and an iconic 1899 stone winery. Rooted in both history and innovation, our commitment to timeless craftsmanship and progressive vision distinguishes us. Pioneering initiatives include early female vintners, "sampling rooms," wine libraries, and single-vineyard wines. Notably, Freemark Abbey was the sole winery to present both red and white wines at the 1976 Judgment of Paris, a historic moment for Napa Valley. In the 2017 Tokyo reenactment, our 1969 Cabernet Sauvignon clinched first place, showcasing the enduring quality of our wines. Revered by critics and enthusiasts, our classically structured Cabernet Sauvignon, Chardonnay, and Bordeaux varietals originate from esteemed Napa Valley sites like Bosché, Sycamore, and Colline vineyards.



9:00 PM — TRANSFER TO HILTON GARDEN INN

6:20 AM — BREAKFAST ON OWN WITH VOUCHER, HILTON GARDEN INN

6:50 AM — TRANSFER TO SINGLE THREAD FARM, RESTAURANT, AND INN

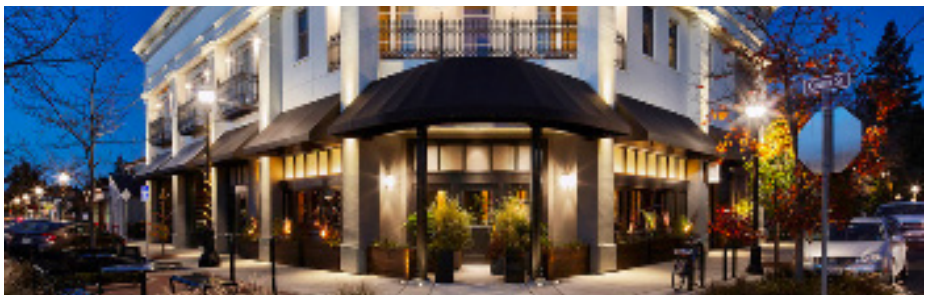
8:00 AM — TOUR OF SINGLE THREAD FARM, RESTAURANT, AND INN WITH ZACHARY DORMAN, DIRECTOR OF EVENTS AND STRATEGIC PARTNERSHIPS

Single Thread Farm

Nestled in Dry Creek Valley, SingleThread Farm spans 24 biodiverse acres, tended by mindful farmers dedicated to land stewardship. Working by hand to minimize impact and nurture healthy soil, we prioritize sustainability for future generations. Inspired by chefs, farmers, and global friends, we cultivate diverse culinary crops and cut flowers with care, yielding nutrient-rich produce and vibrant habitats. Our ethos embraces seasonality and locality, acknowledging the challenge of climate change with optimism and humility.

Single Restaurant and Inn

In the heart of downtown Healdsburg, one of the country's most accomplished Chefs Kyle Connaughton, along with Head Farmer Katina Connaughton, bring you SingleThread; a 3 Michelin-Star Restaurant with five luxurious guest rooms. SingleThread's focus is to provide its guests with an unparalleled hospitality experience in the center of Sonoma Wine Country.



10:30 AM — TRANSFER TO JOSEPH PHELPS VINEYARDS

11:30 AM — TOUR, TASTING AND LUNCH AT JOSEPH PHELPS VINEYARDS HOSTED BY ELIZABETH PHELPS NEUMAN

Joseph Phelps Vineyards

Founded in 1973 when Joe Phelps purchased a former cattle ranch near St. Helena, Joseph Phelps Vineyards is committed

to crafting world class, estate-based wines from Napa Valley and western Sonoma Coast. Today, the winery owns and farms 525 acres of vines across 11 estate vineyards, each strategically chosen over many decades. In 2023, Joseph Phelps Vineyards proudly celebrates its 50th Anniversary as a pioneer of California winemaking excellence.



2:30 PM — TRANSFER TO DOWNTOWN ST. HELENA

2:45 PM — FREE TIME IN DOWNTOWN ST. HELENA

5:00 PM — TRANSFER TO FAR NIENTE

5:30 PM — TOUR, TASTING AND DINNER AT FAR NIENTE WITH PROPRIETRESS, BETH NICKEL

Far Niente

Founded in 1885 by John Benson, a California gold rush forty-niner and uncle of artist Winslow Homer, Far Niente stands as an architectural gem designed by Hamden McIntyre, known for the Christian Brothers winery. Positioned in western Oakville, it operated as a gravity flow winery, guiding grapes through production stages. Prohibition halted operations in 1919, leaving it abandoned until 1979, when Gil Nickel undertook a three-year restoration. Uncovering the original name, Far Niente, meaning “without a care” in Italian, preserved the essence of a bygone era. Winemaking resumed in 1982, with the first Cabernet Sauvignon harvest and Chardonnay production on-site, following earlier vintages made offsite. Today, Far Niente remains dedicated to crafting these two varietal wines.



8:00 PM — TRANSFER TO HILTON GARDEN INN

6:30 AM — BREAKFAST ON OWN WITH VOUCHER, HILTON GARDEN INN

7:30 AM — TRANSFER TO FERRY BUILDING MARKET, SAN FRANCISCO

8:30 AM — QUICK STOP FOR GROUP PHOTO AT GOLDEN GATE BRIDGE

9:30 AM — FREE TIME AT FERRY BUILDING MARKET, SAN FRANCISCO

11:45 AM — TRANSFER TO SAN FRANCISCO INTERNATIONAL AIRPORT

12:00 PM — CHECK-IN TO **DELTA #324**

2:00 PM — DEPART SFO FOR ATLANTA

9:46 PM — ARRIVE ATLANTA HARTSFIELD JACKSON AIRPORT

In great appreciation of our partners and sponsors.

23



HOLMAN RANCH
ESTATE
VINEYARD & WINERY



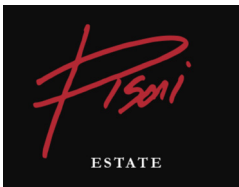
PEBBLE BEACH
RESORTS




PORTOLA HOTEL & SPA
AT MONTEREY BAY



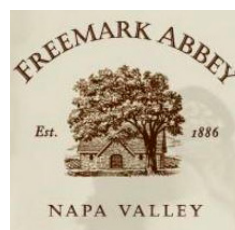
CCM&E
DESTINATION SERVICES



JOSEPH PHELPS
VINEYARDS



AUBERGE DU SOLEIL



QUINTESSA



SINGLETHREAD
FARM • RESTAURANT • INN



THE FRENCH LAUNDRY



T K R G



The Napa Valley Wine Estate

BOUCHON
YOUNTVILLE

Student Biographies



SHANE BERNER

Hello my name is Shane Berner and I am a rising Senior on the Hotel and Restaurant management track. I found my love for hospitality very early on when I was cooking with my grandfather. I found that I loved serving others especially in the food and beverage industry. I have had the opportunity to foster this love through my time at Auburn University as well as through my experiences in Study Abroad in Italy this past Spring. One of my favorite experiences within the hospitality industry has come through making memories for others in my work at The Waverly Local. The Horst Schulze School of Hospitality Management has given me invaluable knowledge and experience through my service as an ambassador and my class rotations in 1856: Culinary Residence A Teaching Restaurant under Chefs Tyler Lynne and Ford Fry. I am so excited to learn more about wine, food, and hospitality in Northern California and during my Summer Internship at The Biltmore Estate in Asheville, NC.



KALLIE CALLAN

My name is Kallie Callan, and I am a senior pursuing a degree in Hospitality Management with a focus in Events Management, with a minor in Business, from Anniston, AL. I have had a strong passion for hospitality ever since joining The Horst Schultze School of Hospitality Management and learning from the amazing professors we have in our program. Exceeding people's expectations is something I am passionate about and making sure I give the highest quality service wherever I am working to the guests. Beyond the vineyards, I look forward to exploring the picturesque landscapes of Napa Valley, Sonoma, Monterey, and Carmel indulging in its culinary delights, and embracing the spirit of hospitality that defines this region. I am eager to connect with fellow students who share my passion for food, wine, and adventure, and I am confident that this experience will be both enriching and inspiring. I am grateful for the opportunity to be part of this trip and am committed to making the most of every moment.



LILLIE COTTEN

I'm Lillie Cotten, a senior at Auburn University, majoring in Event Management with a minor in Business, from Jackson, Alabama. I'm passionate about hospitality management, driven by a genuine desire to create memorable experiences for others. The Horst Schulze School of Hospitality Management has played a key role in shaping my path in the hospitality industry. I am looking forward to tasting an array of exquisite wines, learning from industry experts, and forging lasting memories with fellow classmates, professors, and hospitality donors on this unforgettable epicurean tour.



CAROLINE GLAZE

My name is Caroline Glaze and I am originally from Houston, Texas but have recently moved to Panama City Beach, Florida. I am a junior studying Hospitality Management with a focus in event management and a minor in business. Throughout my time in the hospitality program I have developed a strong passion for the events industry and the hospitality industry as a whole. A couple of my favorite jobs that I have held have been serving at the prestigious Masters Tournament in 2023, and working in my neighborhood's restaurant Margaritaville at home this past summer! This summer I will be doing an internship at the Biltmore Estate in Asheville, North Carolina. This program has provided me with invaluable experiences that have helped me grow as a student and person. Post graduation, I hope to pursue a career working in corporate events for a professional sports team. I am so excited to be on this trip and I am so eager to learn everything that I can about the wine industry!



PARKER HARDEGREE

Hello! My name is Parker Hardegree and I'm from Pike Road, Alabama. I had previously worked at a bank for 8 years and was having a dilemma with what I truly wanted in life. I realized that I'm great at taking care and creating lasting memories for people, so why not get into the hospitality business? After I graduated last year with a Finance degree from the Harbert College of Business, I went straight back to school in pursuit of a degree in Hotel and Restaurant Management. I want to utilize my Finance and Hotel & Restaurant Management degrees by managing a AAA 5 Diamond resort hotel. I'm a bartender at Session Cocktails in Auburn but will leave in the summer to be a front desk intern at the Grand Hotel in Fairhope, Alabama.



AUTUMN MOORE

Hello! My name is Autumn Moore. I grew up all around the world as a military kid, collecting homes to call my own in South Carolina, Kansas, Alaska, Germany, the border of Kentucky and Tennessee, Texas, Georgia, and finally, Auburn, Alabama. I am currently a junior studying Hotel and Restaurant Management and since beginning my education in this field I have acquired jobs and internships at Forbes 5-Star Sea Island Resort off the coast of Georgia, 4-Diamond Omni Hotels & Resorts in Nashville, aspirational Michelin Star restaurant 1856- Culinary Residence in Auburn, and this upcoming summer, Bay Harbor Yacht Club in Michigan. Post-graduation, I hope to venture into the cruise industry. I enjoy anything that involves people, energy, commanding a crowd, and bringing smiles and laughter to others. While balancing earning my degree I lead small groups and emcee large groups at my campus ministry, teach hospitality students the standards of excellence involved in serving a fine dining experience, and am studying for the Certified Wine Specialist Exam. I am looking forward to experiencing the hospitality of and learning from some of the finest professionals in the industry. War Eagle!!



ELLA NESBITT

War eagle! My name is Ella Nesbitt and I am a rising senior in the Horst Schulze School of Hospitality Management studying event management. I was first introduced to the hospitality industry when I was 16 years old working at Callaway Resort and Gardens in my hometown Pine Mountain, Georgia. There I was given the opportunity to work at a variety of different events including the Hot Air Balloon Festival, Masters Water Ski and Wakeboard Tournament, and the 4th of July Concert Firework Show. My favorite part of working there was the fast paced environment and the different day to day schedule, and I knew then I wanted to pursue a career in hospitality! Here at Auburn University I have been working closely with the athletics department and was able to help set up and run the 2024 SEC Swim and Dive Championships. Also within this past year I've been expanding my wine knowledge and have successfully obtained the Level 1 Sommelier Certification. I would love to manage wine tastings in my future, and I'm so excited to learn more from industry experts!



DANIEL LIEB DE OLIVEIRA

My name is Daniel Lieb de Oliveira, and I have spent over 16 years nurturing a passion and career in culinary arts, beginning in Brazil, and extending to various regions in the United States. My journey started with a foundation in Culinary Arts in Brazil, leading to roles in Winter Park and Vail in Colorado, Alaska, and Hawaii, all within the hospitality and restaurant sectors. A pivotal moment in my career came seven years ago when I became an Operating Partner in a Taco Bell Franchise company. This role immersed me in executive-level management and multi-unit operations, contributing to a growth in the company's value from \$1.5 million to \$16 million.

The sale of our company marked a significant turning point, motivating me to pursue further education. I am currently a senior in the Culinary Science track within the Hospitality Management program at Auburn University, aiming to deepen my knowledge and expertise in preparation for an academic career. This decision aligns with my ultimate goal of becoming a Professor at Auburn University, where I can share my experiences and insights with future generations.

In addition to my academic pursuits, I have also engaged in an educational wine trip to the Willamette Valley in Oregon. This experience gave me hands-on and experiential learning approach that I value highly and provided me with a broader perspective on the wine industry, complementing my studies in the hospitality field.

As I advance my studies, my aspiration to contribute to the academic realm remains at the most importance. I am eager to use my industry experience, enriched by both my professional background and recent educational adventures, to inspire and educate future culinary and hospitality professionals.



JONAH RICE

War Eagle! My name is Jonah Rice, and I am a senior at Auburn University majoring in hospitality management, specializing in hotel and restaurant management. My hospitality journey began at my first job as a food runner in The Club, a prestigious country club atop Red Mountain in my hometown of Birmingham. It was there that I discovered my passion for hospitality. Throughout my time at Auburn, I have had the opportunity to represent my university as a member of the Auburn University Marching Band; I have been able to travel and perform across the country, cheering on the tigers along the way. Additionally, I have gained valuable experience working at The Masters Tournament in Augusta, Georgia as a server in the Press and Media Building during the 2022, 2023, and upcoming 2024 Tournaments. I am currently working as a front desk agent and bellman at the Grand National Marriott Resort in Opelika. Looking ahead, I'm excited about my upcoming internship at Walt Disney World Resort, beginning in September. As I continue to explore opportunities, I am excited to secure a hotel internship for the upcoming summer and graduating this August. I am thrilled to be travelling to one of the premier wine destinations of the world, gaining insights into the exciting world of wine. I remember first hearing about this opportunity in my Introduction to Hospitality Management class, and I have heard incredible stories from professors and peers who have participated, and I am excited to create my own memories.



MEREDITH RICE

Meredith Rice is a current graduate student at Auburn University within the Horst Schulze School of Hospitality Management pursuing her master's degree. Hailing from the southeast, Meredith calls Huntsville, Alabama home- however Auburn University is a close second, as she received her undergraduate degree from there as well. Since Meredith was 15, she has worked and operated in service environments, with her first job being a brunch host, working her way up to server, then moving to college where she now works as a manager for a local coffee, book, and wine shop. These experiences have culminated in lifelong curiosity towards hospitality and has fostered her love of exploring not only wine, but the processes of wine education as they evolve.



MORGAN ROBINSON

Hello! My name is Morgan Robinson and I am a Junior in the Hospitality Management program with a focus in Culinary Science. I was born in Atlanta, and grew up in Marietta, Georgia. My projected graduation date is Fall of 2026. I started classes in the Culinary Program January of 2023 excited and ready to take advantage of opportunities at the Horst Schulze School of Hospitality Management. Recently, I applied and was accepted to be an Ambassador for the Horst Schulze School of Hospitality Management. I am excited to start giving tours to prospective students and their families. One of my most important accomplishments was having been invited to work at the Masters Golf Tournament in April 2023 by Chef Roberto Bustillo, the Executive Chef of Berckmans Place at Augusta National. I gained valuable on the job experience cooking in a fast-paced atmosphere. I volunteered to assist Chef Bustillo at his Masterclass at the Rane Culinary Science Center February of 2023. I will be returning to work the Masters Tournament again this year. I have volunteered at the Rane Culinary Science Center to assist visiting chefs and patrons for many of

the classes that are offered to the community. Some of the Chefs I have worked with are Chef Justin Robinson, Chef Roberto Bustillo, and Chef Craig Richards. Last summer, I had the opportunity to work under Chef Dallas Kee as an Assistant Pastry Chef at the Rane Culinary Science Center. I was recently invited to be inducted into Eta Sigma Delta, the Honor Society for Hospitality Management for the Fall semester. I plan to graduate from Auburn University with my degree in Hospitality Management with a business minor and ultimately earn a Masters Degree in Hospitality Management. My long term goal is to work for a hotel company in their food and beverage department.



ABBY WILSON

My name is Abby Wilson, and I'm a junior at Auburn University, majoring in Event Management with a minor in Business. Since I grew up in Birmingham, AL, I've been a devoted Auburn Tigers fan all my life. When I first started at Auburn, I was actually a graphic design student, but I knew my heart was in hospitality, so I switched over. Since then, I've immersed myself in the program and industry, falling in love with every aspect. My interests extend beyond event management; because of this, I've enrolled in additional culinary labs. These labs have provided me with the opportunity to collaborate with esteemed professionals like Chef Justin Robinson, known for his appearances on the Food Network, and Chef Eric Rivera, owner of Vintage Hospitality Group and the 2022 Alabama Chef of the Year. Currently, I'm employed at Acre Restaurant, a James Beard Nominated establishment, where I've progressed from a host to a server and bartender. My junior year has been nothing short of exhilarating and busy. I kicked it off with a semester studying in Barcelona, Spain, which afforded me invaluable insights into the culture, cuisine, and hospitality of Barcelona, Amsterdam, Florence, and Lisbon. Additionally, through the Horst Schulze School of Hospitality Management, I had the privilege of serving as a server at the Augusta National Golf Course during the Masters Tournament. Another highlight was a trip to Napa Valley in February, where I attended workshops at Trinchero Family Estates in preparation for the Certified Specialist of Wine exam. This experience ignited my passion for the beverage industry, leading me to also prepare for the Certified Specialist of Spirits Exam. This summer, I'll be interning in events at the Kiawah Golf and Luxury Beach Resort in Charleston, South Carolina, where I'll further hone my skills in event management. Post-graduation in May 2025, I aim to continue expanding my knowledge of the beverage industry while pursuing a career in events.



TAYLOR ZINDA

My name is Taylor Zinda and I am from Chelsea, AL pursuing majors in Hospitality Management with a focus on events and Music Performance in addition to a business administration minor. I have developed a love for the hospitality industry and wine through my studies at Auburn University. I have had many opportunities to gain experience within the industry through working as wedding day staff, a front desk agent, and participating in volunteer opportunities. I currently work at the Hotel at Auburn University as a banquet server and trainer and my interest in wine has come from serving as a bartender for our events. That inspired me to pursue my level one sommelier certification which I earned this past February. I am excited for this trip to further my knowledge of the industry and of wine while making lifetime memories, connections, and relationships.

NOTES

The Sardine Factory



A wide-angle photograph of a vast, terraced vineyard on a hillside. The rows of grapevines are meticulously laid out in a grid-like pattern across the slope. The vines are green and appear to be in the early stages of growth. In the background, a dense forest of tall, dark trees covers the upper part of the hill. The sky is overcast with soft, grey clouds. The overall scene conveys a sense of traditional agriculture and natural beauty.



HORST SCHULZE SCHOOL OF HOSPITALITY MANAGEMENT

NOTES

[illegible]

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Pisoni Vineyards



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Quintessa Winery



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Schramsberg Vineyards



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