

Curriculum Vitae

CLARK ROBERT SMITH

Clark Smith dropped out of M.I.T. in 1971, and has been in the wine industry ever since. After spending the '70's retailing wine in the East Bay, he began his winemaking career as cellar master for VeederCrest in 1977. After graduating from U.C. Davis in 1983, Clark served as winemaker/partner for the R.H. Phillips Vineyard for its first seven years, taking it from 3,000 cases per year to 250,000. In 1990, he began [Vinovation](#), which became the world's largest winemaking consulting company with over 1200 clients around the world. Clark developed a postmodern winemaking system which rejects the solution chemistry model of winemaking and instead centers around building structure, integrating aroma, and promoting living soils. "Wine is not science, it's cuisine – the ultimate slow food."

In 2008, Clark licensed out his wine production service business and became a full time columnist and Director of Best-of -Appellation Evaluations for Appellation America. His goal over the next decade is to make American wines competitive with the European system by moving beyond varietal judging to the characterization of the regional typicity of our 307 AVAs, thus connecting the consumer to the style diversity now available.

He still spends his free time dreaming up ways to improve his consulting clients' wines, rattling the cages of established wine industry icons and institutions, folksinging, and making his own line of eclectic brands including the Eurocentric [WineSmith](#) line, the fun & friendly [PennyFarthing](#) wines, and the groundbreaking [CheapSkate](#) and [Planet Pluto](#) brands. Clark also miraculously finds time to teach short courses and guest lectures at Fresno State University and Florida International University, to co-produce the television show *Wine Roads Less Travelled*, and to judge several Competitions.

SPECIALTIES

Winemaking Consultant. Wine production R&D, quality assessment (particularly corks), oxygen and reduction stability and troubleshooting, vineyard/sensory research. Small winery management and start-up.

Author / Journalist. Postmodern Winemaking, UC Press. Wine evaluation panels, competitions, articles and video talent/editing.

Teaching and Research: Adjunct Professorships at CSU Fresno and Florida International University. Fundamentals of Wine Chemistry (UC Davis 1984-2008, privately 2008-date). Research on membrane applications, oxidation/reduction, waste management and nutraceutical recovery, mapping of American wine regional flavor profiles, and cognitive studies on consumer wine appreciation.

Areas of specialization:

- Wine chemistry and microbiology
- Wine and must additions such as pH correction and brix dilution
- Brettanomyces management
- Oxygenation techniques
- Sulfite-free wine production
- Applications of reverse osmosis, ultrafiltration or other tangential flow membrane systems
- Cork and closure quality control
- Alcohol Adjustment
- Wine treatment recommendations
- Grape maturity determination
- Grape varietal planting choices
- Making wines and development of new brands
- Wine evaluation
- Wine and music matching for specific wines or background music for tasting rooms & restaurants

EXPERIENCE

2010 USAID delegation to the Georgian Republic.

2009 – PRESENT Columnist, “The Postmodern Winemaker” Wines and Vines Magazine

2008 – PRESENT Director of Best of Appellation Evaluations, Senior contributing Editor. Oversee production. Chronicle America’s 307 AVA’s through tastings, touring, articles, video and TV feature productions.

2007 – PRESENT Winemaker, Diamond Ridge Vineyards

2004 – PRESENT Owner, CEO and winemaker for GrapeCraft Wines, LLC. Oversee production and sales of WineSmith and other brands as well as private labels and client brands.

1992 – PRESENT CO-OWNER, VINOVIATION, INC.

Direct R&D and Admin. for firm specializing in providing wine production applications of micro-oxygenation, reverse osmosis, distillation and ultrafiltration to remove volatile acidity, adjust alcohol, process juice and wine.

Mobile services and custom equipment manufacture.

1990-PRESENT PROPRIETOR, WINESMITH CONSULTING

Wine production education for continuing education, and brand concept consulting for start-up winery projects and bulk wine negociants.

1990-1993 Glen Ellen R&D Director: Non-alcoholic wine product development, flavor recovery, International Imagery project coordinator, Educational Center feasibility study, and Quality Symposium speaker. Vineyard development, Cork QC expert, lecturer on wine chemistry fundamentals, advanced winemaking and postmodern winemaking.

2000 – PRESENT ASSOCIATE PROFESSOR, CSU FRESNO Lectures on wine chemistry and wine technology.

1991 – 2003 INSTRUCTOR, NAPA VALLEY COLLEGE Advanced Winemaking, Technology Hot Topics.

1984 – 2008 EXTENSION LECTURER, UC DAVIS Highly successful short course on Fundamentals of Wine Chemistry.

1983-1989 WINEMAKER/CO-FOUNDER/PARTNER, R.H. Phillips Vineyard.

Responsible for production of all wines. Created the Phillips wine style; designed, built and enlarged the winery; responsible for all blends, racking, QC, procurement, equipment selection, grape purchases, off-site processing, government compliance and budgeting. Negotiated all grape sales, oversaw Grape Quality Research Program and vineyard sampling, proposed new plantings. Managed sales in four states, wrote propaganda, poured tastings and Meet-the-Winemaker events, appeared on TV, responsible for interaction with the press. Brought Phillips from 4,000 to 200,000 cases on \$20,000 cash without significant losses.

1980-83 STUDENT, BS and MS Enology programs, UC Davis.

1977-79 CELLAR SUPERVISOR, Veedercrest Vineyards, Emeryville, CA.

1971-77 RETAIL WINE SALESMAN, Jackson's Wines, Oakland, and others.

1965-71 COOK and WAITER, various restaurants.

EDUCATION

M.S. in Enology (pending), UC Davis. Assisted Dr. Roger Boulton.

B.S. in Fermentation Science, UC Davis, Highest Honors.

Massachusetts Institute of Technology, 1969-71.

High School, Indian Springs School, 1965 – 69.

Eagle Scout, 1968.

ACTIVITIES

1995 – 2003 O.I.V. GROUPE D’EXPERTS SUR LA TECHNOLOGIE DU VIN Specialization in reverse osmosis, ultrafiltration, alcohol adjustment, postmodern viticulture. Conducted joint research on volatile acidity removal with U Bordeaux, U Catalan, Geisenheim, Trier, Napa College and U Asti. During this period, delivered lectures in hundreds of venues worldwide including Australian Wine Research Institute, Florida Intl U, U SW Missouri, Academie du Vin in Tokyo, U Stellenbach, Brock U, and the OIV Congrès Mondial in Bratislava, Mainz and Montpellier. "Volatile Acidity Reduction Using Reverse Osmosis" 1997

PRESIDENT, UC DAVIS TRELIS ALLIANCE 1999-2001

WINE JUDGE, Orange, San Diego, Riverside, SF, Alameda, and Lodi County Fairs, State Fair (Home Winemakers), West Coast and New World Wine Competitions.

CONSULTING EDITOR, Practical Winery and Vineyard Magazine, Vineyard and Winery Management Magazine.

COMMITTEE CHAIRMAN, 1987-1991, Cork Quality/Packaging Quality Committee, California Enological Research Assn. (C.E.R.A.)

Instructor, Napa Valley School of Cellaring, California State Fair.

Topics: Fundamentals of Wine Chemistry, Sulfite Sensitivity, Brettanomyces, Experimental Design, Sensory Evaluation, Methode Champenoise, Phenolic Chemistry, Cold Stabilization, Grape Quality Experimentation, Wine/Food Pairing, Pre-Crush Training, and Advanced Winemaking.

PUBLICATIONS

Monthly column "[The Postmodern Winemaker](#)" in Wines and Vines magazine since 2009.

TONG magazine: "Ripeness Redux" 2011

AppellationAmerica.com: [Many articles](#).

Best of Appellation wine evaluations and articles on 79 AVAs in the U.S. and Canada 2009

"Critiquing the Critics: The Wine Judging Revolution" 2009

"Yeast Inoculation – Threat or Menace?" 2008

"Natural Wine: Choosing Your Priorities" 2008

"Spoofulated or Artisanal?" 2007

"Some Like It Hot: The History of Alcohol Levels in California Wines" 2007

TONG magazine, Ripeness Issue April 2010 "Liquid Music"

Practical Winery and Vineyard Magazine

"Probing Reductive Strength in Bottled Wine" 2009.

"Finding the Stopper for Cork Aroma Taint," 1992

"Hand harvesting at night," 1985.

"SO₂: The limits of our understanding," 1984.

Enology Briefs, "Sulfur dioxide basics," inaugural and second issues, 1982.

Vineyard & Winery Management Magazine

"The Crossflow Comix" 1998

"An Inexpensive Diagnosis for High pH/High TA" 1996

"Does UC Davis have a Theory of Deliciousness?" 1995

"Setting Up Your Own Distilled Spirits Plant License" 1994

"Play It Safe: Keep an Eye on Urea Levels!" 1993

Australian Grapegrower and Winemaker Magazine

"New technology for volatile acidity reduction provides remedy for many stuck fermentations" 1997

Presentations at Annual Meetings of American Society for Enology and Viticulture:

"Wine Quality Enhancement Techniques" (Cool Climate Symposium) 1996

"Chardonnay and the Theory of Deliciousness" (Unified Symposium) 1996

"Acetic acid as a causative agent in stuck fermentations," 1993

(Published Vol. 46 No. 2, pp 278-80, 1995, J. ASEV)

"Effects of cold stabilization on sensory properties of chardonnay wine," 1992

"Factors Affecting Cork Quality" (Pacific NW Chapter) 1992

"Cork aroma taint in California wines," 1991

"Sulfite toxicity of Brettanomyces custersii," 1990.

"Individual sensitivities to SO₂ in a white wine," 1990

Series of six papers investigating effects of vineyard practices on wine sensory qualities, 1984-89.

Presentation at Wine Tech/Grape Tech: High Tech Filtrations Come of Age" 1998

Presentations at Australian Wine Industry Technical Conference:

"Reverse Osmosis Applications to Adjust Alcohol and Reduce Volatile Acidity" 1996

WEBSITES:

Master site: www.WholisClarkSmith.com

www.PostmodernWinemaking.com

www.AppellationAmerica.com

www.Winemaking411.com
www.WineSmithWines.com
www.Vinovation.com
www.GrapeCrafter.com
www.DiamondRidgeVineyards.com
www.WinesandVines.com
www.WineCrimes.com