Introduction: Meet Château Sigalas Rabaud

- Location: Sauternes appellation of the Bordeaux region of southwestern France.
- Specialty: Sweet wine due to “Noble Rot,” a beneficial infection of Botrytis cinerea.
- Defining characteristics:
  - “Premier Cru” (First Growth) in the 1855 classification of the Bordeaux region.
  - Tradition: respect for the terrior, production of excellent sweet wines.
  - Smallest Sauternes Premier Cru (14 hectares).
- Interns involved in all parts of the business (vineyard, wine tours, and marketing).
- Lots of mentor-mentee interaction.

VINEYARD:
- Management: No Herbicides, no insecticides
- Tilling + tolerance
- Pheromone traps + pheromone emitters
- Leaf thinning and summer lateral removal in the fruit zone
  - Decreases mildew susceptibility
  - Changes aroma development
  - Hastens ripening
  - Improves bud development for the next year
  - Must be judicious to enhance quality without risking sunburn

WINE TOURISM:
- Most Sauternes wine is marketed overseas.
- Wine tours were often conducted in English, as many customers did not speak French, but knew English as a second language.

MARKETING
- Internet marketing is critical to reaching a world wide customer base.
- The English version of the website was wrought with grammatical and difficult phrasing.
- Corrected errors while maintaining “their voice” on the website.

My tasks:
Vineyard: Leaf thinning and summer lateral removal
Wine tours: Presenting the history, management, and wines of the château to English speaking visitors.
Marketing: Editing the English version of the website.

Summary:
- Areas of professional growth:
  - Flexibility
  - Working in many capacities around the château
  - Maintaining strange work hours
  - Dealing with a language barrier
  - Responsibility
  - Translating protocols to safely and efficiently perform tasks
  - Translating a company’s professional website
  - Pursuing excellence through innovation
  - Learning about Integrated Pest Management strategies
- Applying lessons to my professional life:
  - Flexibility
  - Solving production, marketing, and communication challenges
  - Responsibility
  - Caring for those who will depend on me for their livelihoods
- Pursuing excellence through innovation
  - Making decisions based on modern research to achieve the highest environmental, economic, and social sustainability