Jasper Winery: 2023-2024 Value-Added Grant Recipient

JASPER WINERY

Jean and Paul Groben

Jean and Paul Groben started Jasper Winery in 2000. The winery outgrew its original location in Newton, and, in 2009, Jasper Winery opened at its current location near Grays Lake in Des Moines. The winery grows its own grapes to produce wine and has a half-acre demonstration vineyard to give consumers the ability to see how grapes are grown.

Jasper Winery's Choose Iowa grant project will add cider production capacity using Iowa grown apples. This will require additional facilities and equipment. The winery plans to create an apple orchard and build a cider production facility on land adjacent to the winery. It will also purchase an apple grinder and press, four fermentation tanks, two carbonation tanks, a glycol chilling unit and a walk-in cold box. Producing cider will allow Jasper Winery to add value to its apples and expand its market.

Jasper Winery expects to increase consumers and retailers, revenue from onsite sales and wholesale accounts, and overall sales. The project will support the winery in its efforts to produce high quality cider and wine from Iowa grown apples and grapes and bring the community together.





Pictured above is the newly planted apple orchard which will be used to create the winery’s new line of hard cider.

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