



**Brock
University**



Inside

Triggs International Series at CCOVI 2

CCOVI—A Year of Celebration 2

Research Q & A

Another Graduate of Wine Science 3

Wine & Spirit Education Trust 4

CCOVI Briefs and Publications 4

CCOVI Continuing Education 4

Wine Tasting Challenge 4

Summer Issue



Wine tasting study reveals subconscious influence on choice

Anyone who has been to a wine tasting bar knows the drill – you swirl, smell, swish and swallow each wine sample to distinguish the flavours and structure. Then you make the important decision as to your favourite for that big purchase at the cash register.

It's a straightforward exercise for the palette, right? Not really according to a recent study led by CCOVI Fellow Dr. Antonia Mantonakis, an assistant professor in the Faculty of Business at Brock University, in collaboration with Pauline Rodero, a visiting international student at Brock, Isabelle Lesschaeve of Vineland Research and Innovation Centre and Reid Hastie of the University of Chicago. Their research reveals that our subconscious is at work with our decision influenced by the order in which we sample the wine.

“As consumers, we experience life serially in which we make choices between options that we consider one at a time,” says Mantonakis. “In that kind of situation, is it better to be first, last or somewhere in the middle?”

To answer that question, the researchers put 142 men and women, ages 19 to 75, through their wine-tasting paces. The participants tasted between two and five samples of locally produced wine and were asked to indicate their favourite. What the participants did not know was that each glass contained the same wine.

“A variety of wines would have been another factor to influence choice,” explains Mantonakis. “Serving the same wine throughout the tasting meant that we could see how position alone influenced the decision as to which wine was best.”

As for their results, the clear favourite, in a sequence of two to three wines, was sample No. 1 – what the researchers describe as a “first-is-best” bias. As the number of wines increased to four and five, the preferred wine was split between the first and the last sample, particularly among participants with high wine knowledge.

The results, soon to be published in the November issue of *Psychology Science*, a

journal of the Association for Psychological Science, should be recommended



Photo: Courtesy B. Tatarinic

reading for winery owners. “A winery interested in increasing sales of a particular wine may want to think about pouring that wine first when offering a set of tastings,” says Mantonakis. “And, it's just as important that consumers are aware that these biases exist.”

Students for hire

Planning to hire vineyard, winery or wine retail staff?

Recruit our graduates and students who are skilled in winemaking, viticulture and wine business. Students in the Oenology and Viticulture program at Brock University are seeking jobs for 2009. To have a position posted for our students

call 905-688-5550, ext. 4949
e-mail: jennifer.roberts@brocku.ca



Presenting the 6th Triggs International Premium Vinifera Lecture Series
at CCOVI

Featuring

DR. MARK GREENSPAN
 Advanced Viticulture, LLC (USA)



TWO EXCITING DAYS – TWO EXCITING OPPORTUNITIES

September 2

VINEYARD VISITS/TECHNICAL WORKSHOP

visiting three Niagara vineyards

&

September 3

PUBLIC LECTURE: *Vineyard Nutrient and Water Management: When less can be More*

Visit: www.brocku.ca/ccovi/ for further details along with CV, site maps for Technical Workshop as well as the University campus map for lecture location

ADMISSION IS FREE but RSVP is required: 905-688-5550 1-4949 or e-mail: ccovi@brocku.ca

The lecture series was created by Donald and Elaine Triggs to bring a leading international speaker to present a public lecture on key issues related to premium vinifera.



Cool Climate Oenology and Viticulture Institute, Brock University
A Year of Celebration

August 19, 2009	Celebrate 10 Years of Inniskillin Hall
September 2 & 3, 2009	Triggs International Premium Vinifera Lecture Series
September 19 & 20, 26 & 27, 2009	Niagara Wine Festival – Wine Seminars in Montebello Park
November 23, 2009	Wine Tasting Challenge, Four Seasons Hotel, Toronto
December, 2009 – May, 2010	CCOVI Lecture Series
February 19, 2010	Experts' Tasting, Cuvée weekend
June 3, 2010	2010 Riesling Experience
August, 2010	Celebrating 10 Years of Oenology & Viticulture graduates

Watch www.brocku.ca/ccovi/

CCOVI Research Q&A

Study makes case for wine in a box

Gary Pickering, CCOVI Researcher, led a study on the impact of different forms of wine packaging on the concentration of undesirable chemicals, called methoxypyrazines, found in wines. The research team also included Amy Blake, an MSc student in Biological Sciences at Brock, Ian Brindle, Brock's Dean of Mathematics and Science, and CCOVI Director Debbie Inglis, as well as two scientists from the University of Guelph and the Agricultural University of Athens in Greece.

What are methoxypyrazines?

These are unwanted chemicals that come from grapes that are not fully ripened or of low quality. The chemicals also find their way into wine through Ladybugs that are accidentally harvested along with the fruit.

What impact do they have on wine?

High levels of methoxypyrazines give wine an unpleasant smell and ruin the flavour by tainting the wine with green tastes such as grass, bell peppers and asparagus.

Why look at wine packaging and its relation to methoxypyrazines?

Wine packaging could be the answer to the wine industry's efforts at developing a way to reduce the influence of methoxypyrazines on wine quality. The research involved storing wines for 18 months in cartons and in bottles sealed with natural cork, synthetic cork and screw caps.

What packaging worked best?

The carton packaging produced the best results with the chemical levels dropping about a third.

What is the next step in this work?

Additional research will be conducted to understand how carton packaging reduces methoxypyrazines. One theory is that the chemical molecules seep through the carton's inner layer of polythene and stick to an adjacent layer of aluminum foil.



Brock harvests another graduate in wine science



Amy Blake (Centre), Dr. Gary Pickering, MSc supervisor (right), and Dr. Marc Bradshaw, external examiner (left)

Amy Blake, graduate of the MSc program in Biological Sciences at Brock University, defended her MSc thesis in May. Her dissertation, "The impact of wine closure and packaging type, and light and temperature exposure on the concentration of 3-alkyl-2-methoxypyrazines and other key constituents of wine" is part of a broader research program of CCOVI Researcher Dr. Gary Pickering on the influence of methoxypyrazines on wine quality.

Blake defended her MSc thesis before Examining Committee members:

Dr. Rick Cheel, Chair; Dr. Marc Bradshaw, External Examiner Winemaker, Pillitteri Estates Winery; Dr. Gary Pickering, supervisor; Dr. Debbie Inglis, and Dr. Miriam Richards, supervisory committee members.

CCOVI and Brock University congratulate Amy for her hard work and diligence in completing her MSc.

A publication resulting from this work, with Blake as the lead author, is gaining world-wide recognition. The study in the *Journal of Agricultural and Food Chemistry* has found that screw-on caps provide better wine storage protection than do natural corks. And perhaps more shocking to traditionalists is the researchers' findings that Tetra Pak cartons do a better job than corks in reducing the concentration of compounds which cause "green, grassy" flavours that spoil some wines.

The research team, led by Brock University professor Gary Pickering, studied how chemicals called alkyl-methoxypyrazines (MPs) — which are found in grapes that have not reached optimal ripeness — can adversely change a wine's flavour after it is packaged. The scientists concluded that Tetra Paks are better than bottles in leading to lower concentrations of the undesirable MP chemical. The researchers found the cartons reduced the levels of MPs by up to 45 per cent, and speculate it is because the chemicals migrate to the Tetra Pak's aluminum foil layer.

Besides Dr. Pickering and Amy Blake, the research team included Brock University professors Ian Brindle, Dean of Mathematics and Science and CCOVI Director Debbie Inglis, as well as two scientists from the University of Guelph and the Agricultural University of Athens in Greece. To see the complete report, go to <http://pubs.acs.org/doi/full/10.1021/jf803720k> For more information please contact Kevin Cavanagh, Associate Director of Communications at Brock University,

Phone:(905) 688-5550 ext.888 kcavanagh@brocku.ca

WINE EDUCATION at CCOVI



Whether for fun or to pursue your passion of wine check out the Continuing Education courses offered by the
Cool Climate Oenology and Viticulture Institute

**Foundation in Wine
Level 1**

Introductory course for those new to wine education. Learn the basics of grape varieties, health, safety and legal issues as well as food and wine pairing.

One Day (9:15 am to 5 pm) check the website for dates

Registration fee: \$260

**Intermediate Certificate in Wine and Spirits
Level 2**

Geared to those employed in the drinks industry or anyone wishing to broaden their knowledge of wine and spirits in a structured way.

Wed. Sept. 23 (9 weeks) 6 p.m.

Registration Fee: \$650

**Advanced Certificate in Wine and Spirits
Level 3**

Intended to provide in-depth knowledge of a wide range of wines and spirits. This qualification is also suitable for the wine enthusiast wishing to build on knowledge gain at Level 2.

Tues. Jan. 12, (14 weeks) 6 p.m.

Registration fee: \$1,100

For more information contact Barb Tatarnic – email: ccovi@brocku.ca or telephone 905-688-5550-1-4652.

Go to: www.brocku.ca/ccovi <<http://www.brocku.ca/ccovi>> for more details or to register on-line!

CCOVI Briefs and Publications

Cyr, D. Kusy, M. and Shaw A.B. "Hedging the Risks of Vineyard Winter Injury Employing and OTC Collar Contract" 3rd Annual Conference of the American Association of Wine Economists, June 2009, Reims, France.

Cyr, D., Kwong, L., Malone, I. and Wendel, A. "Economic Hysteresis in the Californian Vineyard Industry: A Real Options Analysis of Entry and Exit", 3rd Annual Conference of the American Association of Wine Economists, June 2009, Reims, France.

Voronov, M., De Clercq, D., Hinings, C.R. "Social Classification and Interests in Ontario Wine Industry", Bacchus Goes Green, 4th Interdisciplinary and International Wine Conference, July 2009, Dijon, France

Cyr, D., Hanagriff, R., "What is Making the Texas Vineyard Industry Tick? A Real Options Analysis of Entry and Exit," Bacchus Goes Green, 4th Interdisciplinary and International Wine Conference, July 2009, Dijon, France

Wright, B. Cullen, C., Bramble, L., Madronich, E., "Exploring the Drivers of Environmental Behaviour in the World of Wine: A Policy Oriented Review," Bacchus Goes Green, 4th Interdisciplinary and International Wine Conference, July 2009, Dijon, France.

Mantonakis, A., Rodero, P., Lesschaeve, I. and Hastie, R. (forthcoming), "Order in Choice: Effects of Serial Position on Preferences," *Psychological Science*. (in press)

Cyr, D., Kusy, M. and Shaw, A.B. (2008). *The Potential Use of Weather Derivatives in the Viticulture Industry*, *Economia & Diritto Agroalimenare*. Volume 13, Number 3, 2008.

**CCOVI Continuing Education and
Certification**

For the wine enthusiast or those looking for suitable prerequisites for advanced wine education

**Wine Appreciation I - Exploring Varietals
(OEVI ONO1)**

A special interest course focused on the tasting of wines from Canada and around the world. Learn and improve your skills and be able to distinguish among wine varietals such as Chardonnay, Riesling, Merlot, Pinot Noir and Cabernet.



Photo Courtesy B. Tatarnic

Course information please contact:
 Barb Tatarnic, CCOVI, Brock University
 500 Glenridge Avenue, St. Catharines, ON L2S 3A1
 tel: 905-688-5550 x 4652 e-mail: ccovi@brocku.ca
 Website: www.brocku.ca/ccovi/

Go To: www.brocku.ca/ccovi/ 'Continuing Education' to register on-line.

Parking passes are available and recommended

**The
Wine Tasting
Challenge**

**SAVE THE DATE:
Monday, Nov. 23, 2009**

to be held at the
Toronto Four Seasons Hotel

Registration opens: mid-September
 check the website for registration and further details
www.winetastingchallenge.com

The 2009 prize purse will exceed **\$150,000!**

Participation in The Challenge continues to be FREE

CCOVI News is a publication of the **Cool Climate Oenology and Viticulture Institute** at Brock University. The newsletter is produced quarterly.

CCOVI is located at Inniskillin Hall, Brock University, 500 Glenridge Ave., St. Catharines, Ontario, Canada L2S 3A1
 tel: 905-688-5550, ext. 4949
 website: www.brocku.ca/ccovi
 e-mail: jennifer.roberts@brocku.ca
 fax: 905-688-3104