

April 2012

ccovinews

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



CCOVI

Brock University

A wine by any other name; would it taste as sweet?

Maybe Shakespeare didn't have it right after all. Perhaps a name does matter when it comes to perception, especially in taste.

Research conducted by Dr. Antonia Mantonakis, Associate Professor of Marketing at Brock University and CCOVI Fellow, suggests that consumers place high value on a name, and associate difficult-to-pronounce names with a better product experience.

In her study, test subjects were given a glass of wine. One group of participants was told that the wine was from easy-to-pronounce Titakis Winery. The other group was told that the wine was from the inarticulate Tselepou Winery. Both names are Greek, both begin with the letter T, both have three syllables. But Tselepou is harder to pronounce and has more unusual letter combinations. The result? Participants rated the Tselepou wine higher on a scale of one to seven. But what they didn't know is that each glass contained the same wine; the only difference was the name assigned to each one.

After the experiment, the tasters, all English speakers drawn from a broad base of Niagara residents, were tested for their wine knowledge. Those with more wine knowledge showed more of a willingness to buy the wine from the hard-to-pronounce winery.

Mantonakis says wine drinkers seem to like risk and, seeking a new taste adventure, they lean toward the hard-to-pronounce names. "Names that seem unique or harder to understand or wrap your mind around are that way because they're rare,"



Both names are Greek, both begin with the letter T and both have three syllables. But which name was rated higher?

she said "Things that are rare are more valuable."

For all the influence a name has on consumers, however, Mantonakis has been quick to explain that the name isn't everything. There are many other factors that influence consumer choices, including reputation, price, and familiarity. "It's not just in the name," she said. "Various things can influence the cognitive process in making a decision about wine."

Mantonakis will now look at whether the same phenomenon can be observed for grape varieties, examining how people respond to easy versus difficult to pronounce grape varietal names. She is also working with a New Zealand research group to determine how the design of wine labels influences buyers' perceptions. Early research shows that consumers are more likely to think a wine is award-winning if there's a photo on the label.

Mantonakis conducts her research at Brock in CCOVI's Consumer Perception and Cognition Laboratory, a facility she co-founded. It is here where

she runs various experiments that seek to understand consumer knowledge, memory and decision-making.

CCOVI Director, Dr. Debbie Inglis says that having a facility like the Consumer Perception and Cognition Laboratory allows us to have a more dynamic understanding of the wine industry and to engage participants in experiments that will challenge our understanding of consumer behaviour. "This type of research is giving us insight into the cognitive processes associated with wine consumption," said Inglis. "It will directly benefit the grape and wine industry, from production to marketing efforts."

It is easy to see that Mantonakis's research is about more than just what's in a name. It is also about working to enhance wine industry knowledge and highlighting some important factors that may have a bigger influence than we think.

Dr. Mantonakis's research was featured in the Globe and Mail. Read it at: <http://www.theglobeandmail.com/life/food-and-wine/wine/bepi-crosariol/if-the-wine-is-hard-to-pronounce-is-it-worth-more/article2345309/>

Students for hire

Planning to hire vineyard, winery or retail staff?

Recruit our graduates and students who are skilled in winemaking, viticulture and wine business.

Students in the Oenology and Viticulture (OEVI) program at Brock University are seeking jobs for 2012.

To have a position posted for our OEVI students call:
905-688-5550 x4949 or
e-mail:
jennifer.roberts@brocku.ca

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Brock grads win at Cuvée 2012



Barb Tatarnic, left, presented OEVI grad Mary McDermott of Peller Estates Winery with the gold award in the category of Sauvignon Blanc.

Grads of Brock University's Oenology and Viticulture (OEVI) program were recognized for excellence in winemaking at the 24th annual Cuvée Gala on March 2 at the Niagara Fallsview Casino.

OEVI grads Richie Roberts, Rob Power, Mary McDermott, Gord Robert and Eric Pearson won 9 Cuvée gold awards at this year's gala celebration. Top honours go to Richie Roberts of Fielding Estate Winery as he was awarded gold in 3 categories, more than any other winner at Cuvée.

The annual gala frequently sees multiple awards go to graduates from the Brock program, whose scientific education combined with hands-on experience in grape growing and wine making assist them in creating award-winning wines.

This year's gala showcased a record participation of 64 wineries.

Meet the winemakers who won awards for their wines in the following categories:

- Cabernet Franc: Fielding Estate Winery, Cabernet Franc 2010 (Richie Roberts)
- Viognier: Fielding Estate Winery, Viognier 2010 (Richie Roberts)
- Pinot Grigio/Pinot Gris: Fielding Estate Winery, Estate Bottled Pinot Gris 2010 (Richie Roberts)
- LCBO red wine: Creekside Estates Winery, Shiraz 2009 (Rob Power)
- Syrah/ Shiraz: Creekside Estate Winery, Broken Press Syrah 2008 (Rob Power)
- Sauvignon Blanc: Peller Estates Winery, Private Reserve Sauvignon Blanc 2010 (Mary McDermott)
- Cabernet Sauvignon: Peller Estates Winery, Private Reserve Cabernet Sauvignon 2010 (Mary McDermott)
- Chardonnay: Stoney Ridge Cellars, Excellence Chardonnay 2009 (Gord Robert)
- Gewürztraminer: Konzelmann Estate Winery, Gewürztraminer Late Harvest 2010 (Eric Pearson)
- Limited Edition Dessert Wine: Diamond Estates- The Winery, Dan Akroyd Signature Series Vidal Icewine 2006 (2nd place, Tom Green and Jason Roller)
- Gewürztraminer: Riverview Cellars Winery, Gewürztraminer 2010 (2nd place, Angela Kasimos)
- Viognier: Creekside Estate Winery, Reserve Viognier 2010 (2nd place, Rob Power)
- Cabernet Sauvignon: Lakeview Cellars, Cabernet Sauvignon Reserve 2007 (2nd place, Tom Green and Jason Roller)
- Red Blend: Diamond Estates- The Winery, Hat Trick Red 2010 (2nd place, Tom Green and Jason Roller)

VQA Promoters' Awards



Astrid Brummer, left, and Norm Hardie member of the VQA Promoter's committee

Four individuals were recognized for their outstanding achievements and contributions in the promotion of VQA wine at the 2012 Experts' Tasting. The 2012 winners are:

- **LCBO:** Astrid Brummer, Ontario Wines Product Manager.
- **Promoter-at-Large:** Angelo Pavan, Vice-President and Winemaker at Cave Spring Cellars, Jordan Village
- **Lifetime Achievement:** Ken Douglas, co-founder of Cuvée, original legal counsel for setting up the VQA, founder of 13th Street Winery in St. Catharines.
- **Hospitality:** John Maxwell and Allen's on the Danforth, Toronto.

Experts' Tasting



It was the Pinot Noir and its Siblings theme that brought together over 130 tasters on Saturday, March 3rd to enjoy the 23rd Annual Experts' Tasting.

Wine writers and tweeters, sommeliers and buyers, educators and product consultants came to listen and learn more about this "heart-break grape". Hosted by Jamie Drummond (Good Food

Media), speakers including Jeremy Day (Wine Geek, caféTaste), Winemakers Rob Power (Creekside Estates), Jay Johnston (Keint-he Winery), Ross Wise (Flat Rock Cellars) and Thomas Bachelder (DelaneyBachelder).

Go to www.brocku.ca/ccovi and click on 'CCOVI Outreach' for a full listing of wines presented.

Research Q&A

Investigating resveratrol



Dr. Jeffrey Stuart is a CCOVI Fellow and Associate Professor of Biological Sciences at Brock University. He is researching resveratrol's anti-cancer properties and its neuroprotective effects.

What is the focus of your research?

My goal is to identify human genes that play a role in extending healthy longevity and find ways to regulate these genes to prevent age-related diseases.

What is special about resveratrol?

Resveratrol is produced by a variety of plants. Grapes produce it primarily in their skin, as a defence against bacterial and fungal pathogens; it is like a natural antibiotic and a really effective inhibitor of cell growth. In the production of red wines, the grape skin is present during the fermentation process, and the resveratrol slowly moves out of the skin and into the wine itself. As a result, red wines tend to have lots of resveratrol. It turns out that resveratrol is also quite effective at slowing the growth of human cells, including cancerous cells. A surprising number of health benefits have been attributed to resveratrol, including cardiovascular and brain health. Answering the question 'how is resveratrol eliciting such a broad range of beneficial effects in so many areas of the body?' Is

a major focus of our research.

What have you learned about resveratrol?

About five years ago I set out, with PhD student Ellen Robb, to try to understand the actual mechanisms underlying resveratrol's effects on human cells. We now think that one of the most important things resveratrol is doing is binding to an estrogen receptor. Estrogen and its receptors are present in males and females, and some of the responses they elicit have nothing to do with reproduction. Resveratrol seems to bind preferentially to just one type of receptor that is found in the brain, cardiovascular tissues, parts of the digestive tract, and some cancers. Once binding the receptor, it 'turns on' specific genes. In the brain we see increased ability of cells to withstand harsh stresses (such as stroke). In experiments with prostate cancer cells we see a near cessation of growth and even cell death.

What's next?

Knowing that these effects of resveratrol are being mediated by a specific estrogen receptor has allowed us to cast a wider net. Grapes produce a variety of other molecules that are very similar to resveratrol, but have received almost no attention. Recently we showed that two other red wine constituents, piceid and pterostilbene, elicit resveratrol-like effects in human cells. We are now moving forward to discover as many other biologically active red wine molecules as possible. At the same time we are experimenting with ways to improve oral uptake of these molecules using a variety of delivery systems.

Brock presents MSc graduate



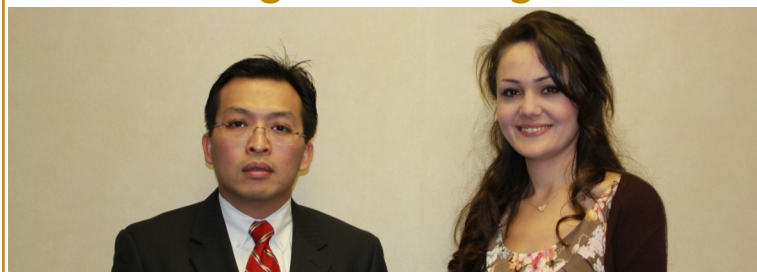
Brent Wiens, right, with supervisor Dr. Vincenzo De Luca

Brent Wiens, MSc student in Biological Sciences, specializing in Plant Sciences and Oenology and Viticulture, defended his thesis on Thursday, Feb. 9. The title of his thesis is "Functional genomics of BAHD acyltransferases in different varieties of the wine grape, *Vitis vinifera*."

Brent defended his thesis before Examining committee members: Shyamal Bose, chair; Elizabeth Werelilnyk (McMaster University), external examiner; Vincenzo De Luca, supervisor; Adonis Skandalis and Sandra Peters.

Congratulations, Brent for completing your MSc.

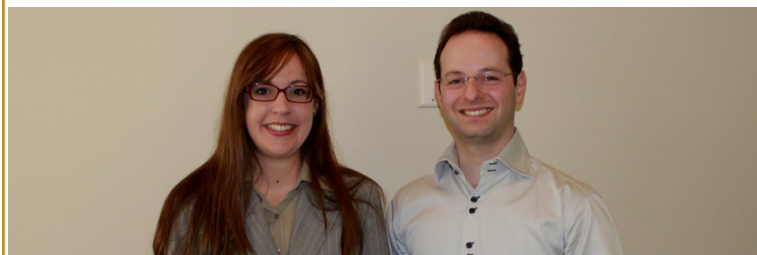
Two Management MSc graduates



Pinar Kecec, right, with supervisor Dr. Narongsak Thongpapanl

Pinar Kecec, student in the Faculty of Business, Department of Marketing, International Business and Strategy, defended her thesis on Tuesday, April 3. The title of her thesis is "Unveiling the Influence of Consumer Wine Appreciation Dimension on Purchasing Behavior."

Pinar defended her thesis before Examining committee members: Dr. Michael Manley-Casimir, Chair; Dr. Leyland Pitt, External Examiner, Simon Fraser University; Dr. Narongsak Thongpapanl, Supervisor; Dr. Dirk De Clercq and Dr. Maxim Voronov.



Shilo Hills, left, with supervisor, Dr. Maxim Voronov

Shilo Hills, MSc student in the Faculty of Business, Department of Marketing, International Business and Strategy and Department of Organizational Behaviour, Human Resources, Entrepreneurship and Ethics, defended her thesis on Monday, April 9. The title of her thesis is "History and Theorizing: The Case of Fine Winemaking in the

Ontario Wine Industry."

Shilo defended her thesis before Examining committee members: Dr. Maurice Feldman, Chair; Dr. Trish Reay, External Examiner, University of Alberta; Dr. Maxim Voronov, Supervisor; Dr. Dirk De Clercq and Dr. Narongsak Thongpapanl.

Congratulations, Shilo and Pinar for completing your MScs.

CCOVI Briefs

VITICULTURE

- McFadden-Smith, Wendy Dirty Rotten Scoundrels - Sour Rot And What We've Learned About it. Long Island Agricultural Forum in the grape session on January 13, 2012.
- McFadden-Smith, Wendy Dirty Rotten Scoundrels- Sour Rot and what we've learned about it. Southwest Michigan Horticulture Days Feb. 9, 2012
- Reynolds, A.G. 2011. Overview of the Canadian wine industry: Past and present. Washington State University guest lecture, 8 December 2011, Pullman, WA. Broadcast to Tri-Cities campus.
- Reynolds, A.G. 2011. The basis for Canadian vineyard terroir; Canadian wine tasting. Washington State University guest lecture, 8 December 2011, Pullman, WA.
- Reynolds, A.G. 2011. Flavor development in the vineyard. Washington State University guest lecture, 9 December 2011, Pullman, WA. Broadcast to Tri-Cities campus.
- Reynolds, A.G. 2012. Flavor development in the vineyard. Colorado Association for Viticulture and Enology Meeting, January 18, 2012.
- Reynolds, A.G. 2012. Crop estimation and impact of crop level on wine quality. Colorado Association for Viticulture and Enology Meeting, January 19, 2012
- Reynolds, A.G., J.J. Willwerth, J. Hakimi Rezaei, M. Marciniak, R.B. Brown, and M. Jasinski. 2012. Relationships between soil texture and chemistry and wine quality. Colorado Association for Viticulture and Enology Meeting, January 19, 2012.
- Reynolds, A.G. 2012. Winter hardiness—physiology and impact of cultural practices. Colorado Association for Viticulture and Enology Meeting, January 19, 2012.
- Reynolds, A.G. 2012. Flavor development in the vineyard. Michigan Winegrape Growers' Meeting, February 24, 2012.
- Reynolds, A.G., J.J. Willwerth, J. Hakimi Rezaei, M. Marciniak, R.B. Brown, and M. Jasinski. Applied Geomatics-Connecting the dots between vine physiology, wine quality and remote sensing. Michigan Winegrape Growers' Meeting, February 24, 2012.

CCOVI Publications

OENOLOGY

- Hayes, J.E. and Pickering, G.J. (2012). Wine expertise predicts taste phenotype. *American Journal of Enology and Viticulture*, 63 (1) 80-84.
- Gaudette, N.J. and Pickering, G.J. (2012). Optimizing the Orosensory Properties of Model Functional Food and Beverages: The Influence of Novel Sweeteners, Odorants, Bitter Blockers and Their Mixtures on (+)-Catechin. *Journal of Food Science* (in press; accepted, 12th March 2012).

Top students attend Cuvée



Bottom L to R: Matthew Orton, Krista Fraser, Monica Sommer, Jaime Flemke, Mary Jasinski, Cristina Huber, Julie Dixon (BASF Canada) Back Row L to R: Gabriel DeMarco, Amanda Antaya, Max Legris, Ian Bock, Ed Hughes (2011 Grape King) Photo Courtesy of Niagara Community Foundation/Jeff Baker

Top students celebrated their achievements by attending the Cuvée Gala held March 2nd. The top two students in Oenology and Viticulture from 2nd, 3rd and 4th year as well as Certificate and Graduate programs were able to enjoy the Cuvée experience thanks to the sponsorship of BASF Canada Inc.

Matthew Orton, 2nd year OEVI student is grateful for the support from BASF and the Niagara Community Foundation. "I found the evening to be extremely enjoyable." said Orton. "Thank you for giving me the opportunity to meet so many members of the wine community and for further entrenching my dedication to the grape and wine industry."

CCOVI would like to thank BASF Canada on behalf of all of our students for this opportunity.

OHI gives back by investing in the future



2012 Ontario Hospitality Institute Gold Awards celebrated significant achievements in foodservice and hospitality this past March.

Congratulations to the 2012 Oenology and Viticulture

scholarship award winner - Maxime Legris.

Also inducted into the OHI as a *Fellow of the Institute* was CCOVI WSET Instructor Peter Bodnar Rod - congratulations Peter. Special thanks to the OHI for their continued support celebrating student excellence.



Canadian Cancer Society Société canadienne du cancer

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