

April 2013

ccovinews

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



CCOVI

Brock University

Forecasting the future of Ontario wine

What does the future look like for Ontario's wine industry?

According to Brock University researchers, the impacts of climate change will require the industry to be more innovative, which will result in new wines styles and potentially new grape varieties in the province.

Debbie Inglis, director of Brock's Cool Climate Oenology and Viticulture Institute (CCOVI), will raise those and other insights in a public forum when she joins other researchers to answer the question, "What will life be like in 2030?"

The free event is part of the Research Matters campaign, a province-wide series of panel discussions where a range of experts examine how research is changing our lives. The event takes place April 16, from 6:30 to 9 p.m. at Trius Winery at Hillebrand at 1249 Niagara Stone Road, Niagara-on-the-Lake.

Western University's Tima Bansal and Rupp Cariveau from the University of Windsor will round out the panel with Inglis, bringing the perspectives of their research in corporate social responsibility and in clean, renewable energy.

Inglis and her Brock colleagues have been working with funding from a \$2.86 million grant from the Ontario Ministry of Economic Development and Innovation (MEDI) to better understand how climate change will impact Ontario's grape and wine industry, and look at ways the industry can adapt to these changes.

"With climate change, the year-to-year volatility of weather during the growing season is expected to increase the production risks for growers," Inglis said. "Developing new wine styles that



Jamie Slingerland from Pillitteri Estates Winery, CCOVI director Debbie Inglis and European Planters' Jim van der Zalm discuss appassimento style winemaking

are able to help mitigate some of these risks is important."

The CCOVI research team is looking to find ways to further ripen grapes off-vine using appassimento winemaking techniques for growing seasons that don't allow for the full maturation of the grapes on the vine. However, this research isn't just good news for growers, it represents an opportunity for vintners to develop a signature style of Ontario wine.

Scientists are looking at how different post-harvest drying techniques impact final wine quality. To do this, Cabernet franc grapes provided by Pillitteri Estates Winery were dried to two different sugar levels (Brix) using five techniques that draw from other agriculture sectors. Kiln drying was completed at Reif Estates Winery, greenhouse drying at European Planters, barn-drying at Cave Spring Cellars, a drying chamber was used at Vineland Research and Innovation Centre, and prolonged hang-time on the vine at Pillitteri.

Researchers are analyzing biochemical changes within and

microbial population changes on the grapes during the drying process, along with chemical and sensory characteristics of the wines after fermentation.

What they've found so far, is that the five drying techniques vary significantly in the time it takes to reach the desired sugar levels. The chemical and sensory profiles of the wines also vary, each bringing a different complexity to the wine.

The goal is to provide the industry with detailed data on flavour profiles, cost analysis and approximate drying times for each of the drying methods so they can make informed winemaking decisions.

This research is supported by funding from Agriculture and Agri-Food Canada's (AAFC) Developing Innovative Agri-Products initiative and MEDI's Ontario Research Fund. It is a collaboration between AAFC, MEDI, the Grape Growers of Ontario and Brock's CCOVI.

Anyone interested in attending the Life in 2030 event is asked to register at: yourontarioresearch.ca/life-in-2030

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Experts Tasting celebrates Bordeaux reds and top promoters

On Saturday March 2, the Cool Climate Oenology and Viticulture Institute (CCOVI) hosted its annual Experts Tasting event. Over 100 tasters gathered to examine the best of Ontario's Bordeaux red varieties and celebrate the wine industry's top promoters.

The invitation-only event was attended by wine writers, product consultants, sommeliers and wine educators. Winemakers whose product was poured at the tasting also were invited to attend.

VQA Promoters Awards

During the tasting, the annual VQA Promoters Awards were handed out. The awards acknowledge individuals who celebrate the Ontario VQA wine industry by consistently promoting VQA wines through education and/or promotion in their various fields.

This year's Promoter-at-Large, Harald Thiel, said the

success of the International Cool Climate Chardonnay Celebration "speaks to the power of co-operation in our industry. If we work together we can do things that are exceptional."

"If we (Canada) want to have a place in the wine world, we have to carve our own place," Thiel said.

2013 Winners

- **Hospitality:** James Muir, beverage manager and sommelier at 360 The Restaurant at the CN Tower
- **LCBO:** Charles Ronzio, the LCBO's product consultant in Waterloo, Ontario
- **Media:** Rick VanSickle, wine writer
- **Promoter-at-Large:** Harald Thiel, vigneron and proprietor of Hidden Bench Vineyards and Winery and chair, International Cool Climate Chardonnay Celebration (i4C)



A sea of red: Experts Tasting guests evaluate the best of Ontario's Bordeaux reds.



The 2013 VQA Promoters Award winners (from left) Rick VanSickle, Harald Thiel, James Muir and Charles Ronzio.

London calling

Canadian vintners will soon be showcasing over 100 of the country's top wines at the Canadian embassy in London, United Kingdom. But before these wines were selected to make the trip, they had to pass a blind tasting with 10 national wine judges at Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI).

Working with Wine Country Ontario and Foreign Affairs and International Trade Canada, CCOVI organized the screening process held at Brock on March 6 and 7.

"Congratulations to all of the successful wineries," said Barb Tatarnic CCOVI outreach manager. "With the criteria

being 'showcase your best wines for top international wine media' we are thrilled with the outcome and grateful for the opportunity to play our part as wine judging host for what will be a most auspicious tasting."

The tasting will take place at Canada House in Trafalgar Square on May 16 and will be set around the theme Rediscover Canadian Wines.

By the numbers:

- Two day screening process
- 10 national wine judges
- 25 flights of wine
- 273 wines poured
- 1692 wine glasses used
- 110 wines selected
- 37 Canadian wineries will be represented in London

Continuing education

Students looking for a fast and effective way to gain the advanced knowledge and certification in the Wine and Spirit Education Trust (WSET) program now have a five-day intensive course option starting this August.

WSET Level 3 Advanced Award in Wines & Spirits
Saturday Aug. 10, 17, 24, Sept. 7 and 14
Cost: \$1200

Ideal for those in the wine industry working, or aspiring to work, in a supervisory capacity advising management, answering customer queries and making informed selections of wines and spirits in a wide variety of organizations.

WSET Online Distance Education

WSET Level 2 Intermediate Award in Wines & Spirits
Saturdays May 4 to June 7 (five weeks)
Registration deadline: April 19

Cost: \$460 (does not include wine)
Structured program utilizing social media to allow students to study alongside their peers under the guidance of a WSET tutor.

Students gain cross-border perspectives from knowledge exchange

On Jan. 22, students studying winery equipment and processing at Brock took a break from their scheduled lecture material to network and learn from a visiting class from Finger Lakes Community College in Canadagua, New York.

The knowledge exchange gave both classes an opportunity to increase their awareness about the others' wine region in an informal setting.

Organized by Gail Higenell, senior lab instructor for Brock's oenology and viticulture program, the knowledge exchange included a formal presentation and question and answer period, followed by a tasting of wines produced in both in

Niagara and the Finger Lakes region.

Brock instructor Jamie Quai described the geography and grape varieties grown in Niagara while instructor Paul Brock gave an overview of the Finger Lakes region.

The classes also discussed the difference in regulations of grape and wine sales in the two countries.



Brock instructor Jamie Quai describes the Niagara wine region

Student receives international scholarship

This fall, Brock University student Molly Crandles will be heading to France on a full scholarship to complete the Vinifera EuroMaster degree—a two-year oenology and viticulture masters program based out of Montpellier.

Crandles, a student in Brock's Grape and Wine Technology certificate program, was one of 14 students who recently received the Erasmus Mundus Programme scholarship.

"I hope this international experience will propel me to find a winemaking position after graduation," Crandles said.

The first year of the degree takes place in Montpellier, following that, Crandles will choose from a variety of European winemaking regions where she will complete her major research project.



Molly Crandles

The scholarship is worth 48,000 euros (the equivalent of C\$63,000) over two years and will cover her tuition, travel and living expenses during the program.

Crandles' interest in oenology started while she was an undergraduate chemistry student at Brock. She completed an honours thesis with Andy Reynolds looking at the effects of yeast strains on the chemical profile of Icewine. It was this work that sparked her curiosity with oenology and compelled her to take the certificate program after graduation.

Research Q&A

Pricing of Ontario Wines



Lester Kwong is a CCOVI Fellow and an associate professor of economics at Brock University. His collaborators on this project are Brock researchers Don Cyr, Joseph Kushner and Tomson Ogwang.

What did this project look at?

Our study is the first to look at the pricing of Ontario wines. We collected data on dry red wines made in the province in order to examine what determines the market price given the attributes that each wine has. These attributes include the wine's vintage, what varietal it was made from, whether organic or biodynamic viticulture techniques were used, and the wording used on the label - reserve, barrel select or another special designation.

What did you find?

We found that if the price of the wine was below \$18, the information that appeared on the label was important.

Above \$18, the label content was not as important as the other attributes. The wine's vintage and varietal were more important.

These results support the view that consumers of lower price wines care about what's on the bottle as opposed to consumers of higher price wines who care about what's in the bottle.

When looking at specific varietals, we found that consumers were willing to pay a higher price for Bordeaux varietals.

How does this information impact the way Ontario wines should be marketed?

Producers of lower priced wines should pay more attention to the labels and the marketing of their wines.

What's next?

We intend to use a larger data sample. Ideally we would want to determine which words on the label are the most important in marketing the wines.

There are no VQA restrictions around the word reserve, compared to other wine regions that have strict policies about the use of this word. For the uninformed consumer, they might not know the rules behind the use of these terms in other wine regions.

Brock University's Council for Research in the Social Sciences (CRISS) supported the data collection for this project.

[Kwong, L. M. K., Cyr, D., Kushner, J. and Ogwang, T. \(2011\), A Semiparametric Hedonic Pricing Model of Ontario Wines. Canadian Journal of Agricultural Economics, 59: 361-381.](#)

Calibrate workshops continue at CCOVI

The next Calibrate with CCOVI workshop will be a two-day intensive training session on the latest findings in wine marketing and wine tourism.

Calibrate Your Sales and Marketing Team will take place June 17 and 18. Johan Bruwer, associate professor of wine science and business at the University of Adelaide, will use his research on the Canadian wine industry and beyond to provide strategies on marketing trends, branding, and consumer behaviour.

The Calibrate with CCOVI workshop series is designed to assist professionals in the grape and wine industry improve various aspects of their operations. For more details visit: brocku.ca/ccovi/outreach-services/calibrate

CCOVI publications

Business

- [Clifasefi, Seema L., Daniel M. Bernstein, Antonia Mantonakis, and Elizabeth F. Loftus \(2013\). "Queasy does it": False alcohol beliefs and memories lead to diminished alcohol preferences. *Acta Psychologica* \(in press\).](#)
- [Mantonakis, Antonia, Amanda Wudarzewski, Daniel M. Bernstein, Seema L. Clifasefi, and Elizabeth F. Loftus \(2013\). False beliefs can shape current consumption patterns. *Psychology*, 4 \(3A\), 302-308.](#)
- [Mantonakis, Antonia, Bryan Galiffi, Ummugulsum Aysan, and Randi Beckett \(2013\). The effects of the metacognitive cue of fluency on evaluations about taste perception. *Psychology*, 4\(3A\), 318-324.](#)

BASF Canada Inc. sponsorship sends top oenology and viticulture students to Cuvée



Front row: Scott MacDonald, BASF Canada Inc., Chelsey Peterson, Molly Crandles, Monica Sommer, Andreanne Hebert-Hache, Julie Dixon, BASF Canada Inc.
Back row: Luis Moreno, Rachel Kvas, Max Legris, Dan Wright, Kent MacDonald, Josh Cormier

Photo by: Robert Nowell



Left: Tom Lowery receives his medal from Kenna MacKenzie, director of operations at the PARC
Right: Donald Ziraldo (far right) with his wife Victoria and fellow medal recipient Dan Ackroyd

CCOVI associates honoured with Queen's Medals

CCOVI Professional Affiliate Tom Lowery and CCOVI executive committee member Donald Ziraldo both recently received the Queen Elizabeth II Diamond Jubilee medal for their contributions to Canada's grape and wine industry.

Lowery, who is an entomologist at Agriculture and Agri-Food Canada's (AAFC) Pacific Agri-Food Research Centre (PARC) received the medal for his research leadership in sustainable pest management.

"I am honoured to receive this award" said Lowery. "Although it is in my name, I accept it as representing the efforts of many deserving AAFC researchers who work diligently to benefit the Canadian public."

Ziraldo is co-founder of Inniskillin winery and was instrumental in establishing the Vintner's Quality Alliance that brands wines made with 100-per-cent Ontario grapes.

"I was particularly honoured when I looked around and saw the significant breadth of other recipients who had contributed to the greatness of Canada," Ziraldo said.

The medals recognized 60,000 extraordinary Canadians on the 60th anniversary of the Queen's accession to the throne.

CCOVI congratulates both Tom and Donald on this honour.

CCOVI briefs

- CCOVI's Analytical Services department now has a new email address. Contact Analytical Services at: ccovilab@brocku.ca
- Registration is now open for two Brock wine conferences:
Riesling Experience June 11 and 12:
rieslingexperience.com
Association of Wine Business Research Conference
June 12-15: academyofwinebusiness.com/2013/