

Fall 2014

CCOVInews

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



CCOVI

Brock University

Oenology and Viticulture grads craft commemorative Brock Alumni wines

After drawing rave reviews at Brock University's 50th anniversary celebrations, wines made by Brock's own Oenology and Viticulture graduates continue to capture acclaim.

Alumni who are winemakers at leading wineries turned heads this fall when their offerings were served at such major Brock events as the hugely popular outdoor Red Dinner on campus during Homecoming Weekend, and the Niagara Wine Festival celebrations in downtown St. Catharines.

Earlier in the year, the wines had already won over a national audience when more than 1,200 bottles were served at Canada's largest academic conference, which was hosted by Brock.

And now, four wines by Oenology and Viticulture grads are being showcased as the Brock University Alumni Association's (BUAA) feature wines, having been selected in an open competition hosted by CCOVI.

The BUAA program chooses wines to not only reflect the value of a Brock degree, but to offer the best of Ontario's wine industry to Brock alumni, staff, students, friends and family of the University. A portion of the sales of each bottle goes to support the association.

Barb Tatarnic, CCOVI's manager of outreach and continuing education who managed the competition, said the judges did not have an easy time of it.

Brock University Alumni Association Wines

White

Thomas Green (BSc '01), Diamond Estates Winery, 2013 Honour, \$13.95

Shiraz Mottiar (BSc '00), Malivoire Wine Company, 2012 White, \$15.95

Red

Alyssa Bator, Riverview Cellars, 2012 Cabernet Merlot, \$19.95

Fred DiProfio (BSc '09), Pondview Estate Winery, 2012 Cabernet Merlot, \$18

"With over 10 years of oenology and viticulture graduates, we have an amazing pool of VQA winemakers that are now ready to participate in the program," Tatarnic said.

CCOVI's role was to establish and manage the protocols for the tasting, which followed the same evaluation process as the world-renowned Intervin International Wine Awards to ensure the highest level of credibility.

The selection panel was led by Intervin's head judge Christopher Waters, and wine writer and educator Linda Bramble. The blind tasting saw the group divided into two, with one group tasting the white wine submissions and the other group the reds. Next, the top selections from each group were then presented blind to the other group, before the top two white and red wines were revealed.

The wines selected come from four different wineries and are made by

alumni winemakers Fred DiProfio, Thomas Green, Shiraz Mottiar and soon-to-graduate Alyssa Bator. The wines range in price from \$13.95 to \$19.95 and are available for purchase at the wineries retail stores. The listings can be accessed online at brocku.ca/alumni-association/wineprogram. The wines will also be used at many University events.

CCOVI also helped ensure that the new alumni wines were on campus in time to be featured at Brock's 50th Anniversary Homecoming celebrations. William Parent, Brock's hospitality event co-ordinator, said the wines proved to be very popular, and sold out at most events.

"The quality of wine produced by our alumni speaks for itself," said Parent. "We don't need to sell our guests on the quality of the wine. We merely facilitate an experience with each glass poured."

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Orientation welcomes new crop of OEVI students



OEVI alumni Marc Pistor (left) and Fred DiProffio talk to new students about their experiences in the program.

Before hitting the books, 19 students joining the Oenology and Viticulture (OEVI) program this fall had an opportunity to connect with classmates, faculty and alumni.

The orientation event took place Sept. 2 and combined a welcome BBQ with faculty and staff with a wine tour to visit wineries where OEVI alumni are currently working.

The annual event is organized by OEVI academic adviser Gail Higenell.

“This orientation is unique as students not only get to connect with their peers, they also learn about the experiences of alumni

who have been in their shoes,” said Higenell.

The first stop on the wine tour was Southbrook Vineyards where students heard from alumni Brian Hamilton and Scott Jones about sustainable viticulture practices.

Next, the students visited Pondview Estates Winery where alumni Fred DiProffio and Marc Pistor gave a behind-the-scenes look at the winery’s operation.

This year the OEVI program gained 19 new students; 13 joined the BSc degree program and six enrolled in the certificate in Grape and Wine Technology.

Next Fizz Club date set

Fizz Club, CCOVI’s outreach program for sparkling winemakers, will meet Dec. 3 to focus on Ontario bubbly.

This session is looking to build off the momentum developed at a sold-out session last December and from last May’s Ontario Sparkling Wine Technical Symposium, says CCOVI oenologist and Fizz Club organizer Belinda Kemp.

“This is an exciting time for sparkling wine production in Ontario,” Kemp said, “and Fizz Club provides a unique environment for sharing and learning for vintners.”

Presenters at this session include CCOVI affiliates George van der Merwe, Jim Willwerth and Kemp.

The session will also include two tastings. The first will allow winemakers a chance to evaluate research wines currently being made. For the second tasting, each winemaker will bring bottles of their base wines so that a focused discussion can take place on the qualities of an Ontario sparkling base wine.

Fizz Club will run from 10 a.m. to 3 p.m. The cost of the session is \$25 and will include lunch and parking.

Registration for this event is expected to fill up fast, so organizers are encouraging sparkling winemakers to register early. For more information and to reserve your spot, visit: ccovi.ca/ce/node/1611

Preharvest program monitors Niagara’s 2014 vintage

Each growing season is unique, which is why for the fifth year, CCOVI has been monitoring Niagara’s harvest.

The preharvest monitoring program, run by viticulturist Jim Willwerth, helps winemakers and grape growers make informed harvest decisions.

It tracks key fruit ripeness indicators such as sugar levels, titratable acidity, pH and volatile acidity for Chardonnay, Riesling, Pinot noir, Cabernet sauvignon and Cabernet franc, at four sites across the Niagara Peninsula.

Along with providing the industry

with real-time data, the program also allows users to compare what they are seeing to numbers from previous growing seasons.

This is the first year the program has sampled Pinot noir at all locations. Willwerth said this addition allows the team to monitor maturation of an earlier red Vinifera that is used for both sparkling and still table wines.

Willwerth also mentioned that last winter’s polar vortex had direct and indirect consequences for this year’s crop. Winter injury resulted in some

direct crop loss due to fruiting bud loss in sensitive varieties, and played a role in variability within vineyards which is reflective in some of the 2014 sampling data posted this fall.

“Overall, things are better than most people thought,” Willwerth said. “Through the use of good mitigation practices and a growing season without extreme heat or drought, the vines have had a chance to recover, which has helped improve yields.”

To view the preharvest monitoring data, visit: ccovi.ca/preharvest

Student's marketing experience put to work at the Grape Growers of Ontario

When the Niagara Wine Festival retired its legendary Mr. Grape mascot this fall, it didn't take long for his granddaughter Gabby Grape to grab the attention of the wine community.

Introduced at the Grape Growers of Ontario's (GGO) annual Celebrity Luncheon that kicks off the festival, the younger Gabby made an appearance in the GGO's latest marketing campaign.

Bringing Gabby to life in the video was Jill Windeatt, a fourth-year student at Brock's Goodman School of Business.

Windeatt spent the summer working as the GGO's marketing and communication officer. Part of her role was to help the team market its wineONtour program, which allows tourists to easily map out trips to wineries across the province.

That's where the idea came up to have tech-savvy Gabby demonstrate the mobile mapping tool. Along with planning out the video, Windeatt also donned the Gabby costume.

While at the GGO, her role also included writing profiles of grape growers and developing social media content and strategies.

Windeatt hopes to continue working in the wine industry after she graduates. "I've found the industry I want to be in, and stay in," she said.

The wineONtour video can be seen here: [youtube.com/watch?v=VXrfYmQ5XLo](https://www.youtube.com/watch?v=VXrfYmQ5XLo)



Jill Windeatt dressed as Gabby Grape.

Niagara Wine Festival seminars provide education and entertainment



Brock grad Tom Green speaks to a sold-out crowd at the Niagara Wine Festival with host Linda Bramble, centre, and Dairy Farmers of Canada's Debbie Levy, left.

Visitors to the 2014 Niagara Wine Festival once again had the opportunity to educate their senses with wine and cheese seminars.

The seminars, presented by CCOVI and the Dairy Farmers of Canada are becoming a familiar staple of the annual festival.

Bestselling food and wine author Linda Bramble, hosted celebrated Niagara winemakers who each provided added insight and stories behind the wines that were being served.

The theme for this year's sessions was 'scent-sations' and included activities designed to increase participants awareness of the important role that scents play in wine appreciation and enjoyment.

Lisa McAlpine and Debbie Levy from the Dairy Farmers of Canada continued the 'sent-sations' experience for participants by showcasing Canadian cheese that paired with the selected wines. The

complexities in the cheeses allowed for participants to once again put their noses to the test.

As part of Brock University's 50th anniversary celebrations, a number of activities were planned for the Niagara Wine Festival on Sept. 27 after the Grande Parade. For Brock's day in the park, the Educate Your Senses seminars line-up was made up of three OEVI alumni winemakers.

CCOVI would like to thank all of the participating winemakers for sharing their time and expertise, and the OEVI student volunteers who poured both weekends.

The OEVI alumni winemakers were Rob Power (Creekside Estate Winery), Tom Green (Diamond Estate Wines) and Richie Roberts (Fielding Estate Winery).

Niagara winemakers who presented included Mauro Salvador (Vieni Estates), Del Rollo (Jackson-Triggs Niagara Estate Winery) and Paul Pender (Tawse Estate Winery).

Register today for winter continuing education classes

Are you looking to increase your knowledge of wine and spirits this winter? CCOVI's lineup of courses has something for everyone at all experience levels.

The popular wine appreciation classes Exploring Varietals and Wines of Ontario are great introductory in-class offerings.

For more formal study, the Wine & Spirit Education Trust Level 2 and

3 awards will also be offered.

Level 2 focuses on fundamental product knowledge and introduces students to the systematic approach to tasting, and is offered online.

The Level 3 award provides in-depth knowledge for people looking for internationally recognized certification. This will be offered in-class only.

To register, visit: ccovi.ca/ce/

Publications

Oenology

- Botezatu, A, Pickering, G.J., and Y. Kotseridis (2014). Development of a rapid method for the quantitative analysis of four 3-alkyl-2-methoxypyrazines in white and red wine using multi-dimensional Gas Chromatography - Mass Spectrometry. *Food Chemistry*. 160: 141-147.
- Pickering G., Inglis D., Botezatu A., Beh A., Humes E. and I. Brindle (2014). New approaches to removing alkyl-methoxypyrazines from grape juice And wine. *The University of Agronomic Sciences and Veterinary Medicine, Bucharest, Scientific Bulletin*. Series F. Biotechnologies, Vol. XVIII, ISSN 2285-1364, 130-134.

Briefs

Business

- Hafer, C., Mantonakis, A., and R. Fitzgerald (2014), Consumer Motivation and belief in a just world: Comparing the effectiveness of hedonic, utilitarian, and deservingness advertising messages. Biennial Meeting of the International Society for Justice Research, New York, NY, June 19-22.
- Massa, F., Voronov, M., Helms, W., and L. Wang (2014). "From the

heart": The role of emotional expression in the legitimization of Ontario wine. EMONET IX Conference, Philadelphia, PA, July 30-31 and the Annual Conference of the Academy of Management, Philadelphia, PA, Aug. 1-5.

- Szolnoki, G., Tait, D., Hoffmann, C., Ludwig, R., Thach, L., Dolan, R., Goodman, S., Havel, C., Forbes, S., Marinelli, D. Mantonakis, A., Zawada, P., Szabo, Z., Csak, I., Ritchie, C., Birch, S. and S. Thompson (2014). A cross-cultural comparison of social media usage in wine business. Academy of wine business research conference, Geisenheim, Germany, June 28-30.

Psychology

- Pickering, G. (2014). Psychological barriers to climate change mitigation in Canada. The Sixth International Conference on Climate: Impacts and Responses, Reykjavik, Iceland, 2014-06-27.
- Pickering, K., Plummer, R., Shaw, A. and G. Pickering (2014). Assessing adaptive capacity to climate change in agriculture: The case study of the Ontario wine industry. Sixth International Conference on Climate Change, Reykjavik, Iceland, June 27. and Responses, Reykjavik, Iceland, 2014-06-27.

27th annual Cuvée Grand Tasting set for Feb. 27, 2015

Mark your calendar. One of Canada's most sought-after wine events, the 27th annual Cuvée Grand Tasting, has been set for Friday Feb. 27, 2015 at Fallsview Casino Resort.

Over 26 years, Cuvée has become one of the most prestigious celebrations of Ontario wine. Now as the event evolves, proceeds will go to support the industry it showcases.

Organized by the Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University, money raised from Cuvée 2015 will support student bursaries and research that will benefit the Ontario grape and wine industry.

CCOVI Director Debbie Inglis said the leadership transition has brought a new look and feel for the event along with a new website: cuvée.ca

Inglis said CCOVI's long history of supporting Cuvée makes it a natural fit for taking on the role of organizing the event.

"CCOVI is committed to helping the industry continue to grow by training the next generation of industry professionals, and by providing the industry with applied research solutions," Inglis said.



Don't miss out! The early-bird ticket rate is available until Dec. 31.

Unique to Cuvée's Grand Tasting is that it features Ontario's finest winemakers presenting his or her single favourite wine. With more than 50 wineries pouring, it's a truly exceptional experience for guests. In addition, Ontario's top chefs will showcase creative live cooking stations. The Cuvée en Route passport program will run at participating wineries from Feb. 27 to March 1 and will feature exclusive tasting flights.

Order tickets at: cuvée.ca