

Fall 2015

CCOVInews

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



CCOVI

Brock University

Unlocking insights into consumer behaviour

Researchers dissect factors that drive wine liking and consumption

Wine marketing is big business. With a rise in wine consumption, production and competition, new world wine producers are investing significant resources into aligning their product with consumer preferences.

Given the wide range of wine styles available, the opportunity for segmentation and targeted marketing of consumer groups is high which is leading researchers to more critically analyze and understand the factors that affect wine liking and consumption.

CCOVI Researcher Gary Pickering has been examining how select biological, psychological and experiential factors might drive consumer preference and purchase behaviour.

“This was one of the first studies that have looked at a range of factors that might drive wine liking,” says Pickering. “We were interested in seeing how all these elements come together to influence wine consumption.”

Working with University of Buffalo marketing researchers Arun Jain and Ram Bezawada, the team analyzed the responses of more than 1,000 wine consumers in New York State to see how their wine expertise, alcoholic beverage adventurousness and biological factors such as sex, age and genetics influenced their liking and consumption of 14 wine styles.

Analysis of the participants wine liking scores revealed three credible market segments: red wine lovers; dry table wine likers who dislike sweet wine; and sweet wine likers. Researchers found that these segments varied in the demographic, biological and psychological factors.

To determine the genetic influence, researchers tested each person’s sensitivity to 6-n-propylthiouracil (PROP), which Pickering says acts as a useful proxy for general taste responsiveness. Consumers who have a heightened responsiveness to PROP also have greater responsiveness to sensations elicited by wine.

The researchers found that wine expertise tended to have the greatest influence on wine liking and consumption, while PROP responsiveness and alcoholic beverage adventurousness were also important contributors.

The study also found that PROP is meriting consideration by marketers as an important contributor to consumer behaviour.

“What’s interesting is that the study showed PROP plays an equal part in determining wine liking and consumption as traditional factors such as sex and age,” Pickering says.

For consumers, this may help explain how friends with similar demographic



CCOVI Researcher Gary Pickering

and expertise levels may differ in their wine preferences.

Pickering says future studies on PROP responsiveness and alcoholic beverage adventurousness will help create a more comprehensive understanding of wine behaviour.

What’s inside

Field of possibilities greets new students	2
Fizz Club returns in Dec.	2
Graduate student recognized for research excellence	2
Alumna takes on new role	3
Triggs lecture a national success	3
Mark your calendar for Cuvée 2016	4

Field of possibilities greets new students



OEVI alumna Stephanie Bilek shows the incoming cohort the Baco noir vineyard at Henry of Pelham Family Estate Winery

The incoming class for one of Brock's most unique programs got a first-hand glimpse into future career possibilities during their fall orientation activities.

The students entering the OEVI degree program and Grape and Wine Technology certificate program (OEVC) headed out to the field for vineyard and winery tours with two of the program's local alumni.

Organized by the program's academic adviser Steven Trussler, also an OEVI alumnus, the orientation day allows students to get to know the staff and faculty that will be helping them through their academic career at a barbeque before boarding a bus with their peers for the tours.

"Since its inception, the students and graduates of this program have been a close-knit group," says Trussler. "The orientation tours allow students to be included in this unique culture from their very first day."

The first stop on the tour was Hidden Bench Vineyards and Winery

where Chris Holman, vintage assistant winemaker, toured students through the facility. Holman, who finished the OEVI program over the summer, gave students insight into how the courses they were taking would help them during their mandatory co-op terms and after graduation.

Next, the students visited Stephanie Bilek, B.Sc '09, who works in the vineyards at Henry of Pelham Family Estate Winery. Bilek's vineyard tour introduced students to other opportunities outside the cellar door that they can enjoy after graduation.

For first-year student Jacob Johnsson-Werner, the orientation opened his eyes to how accessible and helpful the program's alumni are.

"For a lot of programs, there are a number of possibilities after graduation," says Johnsson-Werner. "To have alumni from the program show us concrete examples of the opportunities that exist in the industry was really nice."

Graduate student receives international honour

Jennifer Kelly, a Brock PhD candidate in biotechnology, was recently recognized for her research excellence at the annual American Society of Enology and Viticulture Eastern Section conference.

Her presentation "Appassimento wine in Ontario: Characterizing Brock isolate yeast" won the award for best oenology paper against leading graduate scholars from across North America.

Kelly says she's humbled to receive this recognition.

"Having my research recognized was an honour," Kelly says, "but knowing that this project has practical applications for the Ontario grape and wine industry is equally important."

Kelly is working under the supervision of CCOVI Researchers Debbie Inglis and Gary Pickering focusing on creating a signature style of appassimento wine in Ontario. This project is part of a larger grant that aims to mitigate the effects of climate change on the Ontario wine industry.

Kelly has also been recognized with this year's OEVI Alumni Graduate award.

Fizz Club returns in December

Now in its third year, Fizz Club, CCOVI's outreach program for sparkling winemakers, is turning its focus to trials, styles, tribulations and solutions at the next meeting Dec. 11, 2015.

Fizz Club is a unique networking opportunity for winemakers to learn about research developments and it acts as an open forum to discuss all issues relating to sparkling wine production.

Building off the success of the previous sold-out sessions, CCOVI oenologist Belinda Kemp in partnership with Niagara wineries, has created an agenda that includes blind tastings of research trials and tastings of base and sparkling wines.

The session will run from 10 a.m. to 3 p.m. and the \$30 cost includes lunch and parking. Registration for this event is limited, contact ccovi@brocku to register.

VineAlert launches for winter

Long before the fall's first frosty temperatures, CCOVI's VineAlert program has been tracking the cold-hardiness of Ontario's vines.

The program tracks a grape bud's ability to survive severe cold during the dormant season from October to April, signaling at what temperature different varieties would sustain damage which helps growers know when mitigation efforts are needed to protect their crops from damage.

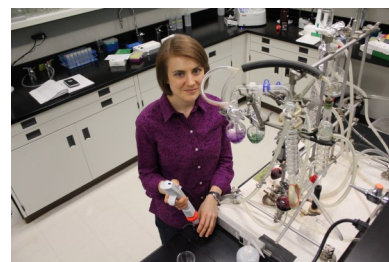
The data, collected for the Niagara Region, Lake Erie North Shore and Prince Edward County is posted online. To view the VineAlert data or to sign-up for updates, visit: ccovi.ca/vine-alert

OEVI alumna takes on new role at CCOVI

CCOVI is pleased to announce that Lisa Dowling, BSc '03, has been appointed to the CCOVI technician position within the institute's Analytical Services laboratory.

The transition into this role is a natural fit for Dowling who has spent the past four years working as a research assistant in CCOVI director Debbie Inglis' lab and in various winemaking roles across the region before that.

Dowling says her winemaking and research experiences will help her to effectively serve the Analytical



Services lab's growing customer base.

"I'm really looking forward to interacting with our clients, and using my experiences to service them effectively," says Dowling.

Contact Lisa in the Analytical Services lab at: ccovilab@brocku.ca

CCOVI fellow recognized for top-ranking book

CCOVI Fellow Ronald Jackson recently received a prestigious award from the International Organization of Vine and Wine (OIV) for the best encyclopedic wine text for 2015.

The honour, presented in Paris France on Oct. 19, is for Jackson's Wine Science: Principles and Applications 4th edition.

The best-selling book has proven to be an extensive account of grape cultivation, wine production and wine assessment.

The latest edition covers new topics such as insights into flavour modification post bottle, shelf-life of wine as part of wine aging and winery wastewater management. Updated topics include precision viticulture, grapevine pests and disease, organic matter in soil and a history of wine production technology.



Ronald Jackson receiving his award in Paris

Triggs Lecture a national success



Ontario grape growers listening to Glenn McGourty at Ravine Vineyard in Aug. the Triggs International Premium Vinifera Lecture Series returned to both Ontario and British Columbia presenting University of California expert Glenn McGourty.

The series, organized by CCOVI, gives the Canadian grape and wine industry access to international viticulture experts with a day of vineyard visits followed by a public lecture the following day in each province.

McGourty's presentation focused on cover crop management and how it influences crop development, vine health and fruit quality in the production of premium wine grapes.

The series has always been a popular event for grape growers and winemakers but now the next generation of industry personnel are

finding value in the series. Third-year OEVI student Stephanie Van Dyk says events like the Triggs Lecture gives students access to experts from other wine regions they wouldn't normally have exposure to.

"This is a great supplement to what we learn in the classroom," says Van Dyk. "It gives us additional information and an opportunity to network with growers and winemakers."

If you missed the public lecture, the slides and Ontario lecture are available online [here](#).

Launched in 2004, with a generous donation from Don and Elaine Triggs, the series was created to attract and showcase world leaders in the cultivation of premium vinifera grapes.

28th annual Cuvée Grand Tasting set for March 4, 2016

Mark your calendar. Cuvée, one of Canada's most prestigious wine celebrations, will take place March 4 to 6, 2016.

The wine weekend's signature event, the Cuvée Grand Tasting, will take place Friday, March 4, 2016 at the Scotiabank Convention Centre in the heart of Niagara Falls' casino and tourism district.

Organized by CCOVI, the 28th Grand Tasting will mark the second year that proceeds from the event will support a legacy fund. The fund provides student bursaries, scholarships and supports research projects that benefit the Ontario grape and wine industry.

The Cuvée Grand Tasting features Ontario's best VQA wines complemented by culinary offerings prepared by local and guest chefs at live cooking stations. Guests then get to dance the night away at the Après Cuvée after party.

The Cuvée Grand Tasting ticket also gives participants access to

exclusive tasting flights across Niagara. Passports are included in the Cuvée ticket price or can be purchased individually.

Cuvée manager Barb Tatarnic says that the move this year to a new venue will allow the event to continue to build on its reputation.

"The Scotiabank Convention Centre will allow us to continue to grow which will in turn help increase the impact of Cuvée's legacy fund," says Tatarnic.

Scotiabank Convention Centre's president and general manager Noel Buckley says that they are proud to partner with Brock University on such a prominent Niagara-based event.

"Ontario wines, particularly those from Niagara, are some of the finest in Canada and the world and the Cuvée Grand Tasting is the perfect opportunity to celebrate this fact," says Buckley.

Tickets are on sale now. Take advantage of early bird pricing until Dec. 31.

Visit cuvée.ca for more details.

Register today for winter wine education courses

Are you looking to increase your knowledge of wine and spirits this winter?

CCOVI's lineup of classes has a variety of options available for both wine enthusiasts and industry professionals looking to upgrade their skills.

The popular wine appreciation classes Wine Regions of the World and Wines of Ontario are great introductory in-class offering and both start in Jan.

For more formal study, the Wine & Spirit Education Trust Level 2 and 3 awards will be offered. These courses allow students to gain formal training from one of the most respected wine education program providers. Level 2 is available in-class and online while Level 3 is available in-class.

To register, visit: ccovi.ca/ce/

Wine Tasting Challenge returns

The competition which tests the palates of both amateur and professional wine enthusiasts is returning Nov. 30.

The challenge moves to the National Club in Toronto for the 11th competition. With a draw of prizes including cash, trips, stemware and product packages, the competition attracts participants from across Canada.

Updates on the competition will be posted at winetastingchallenge.com

Seminars a hit at the Niagara Wine Festival

Visitors to the 2015 Niagara Wine Festival combined education and entertainment during the annual Educate Your Senses wine and cheese seminars.

Hosted by CCOVI professional affiliate Linda Bramble and oenologist Belinda Kemp, the sessions featured a local winemaker and two of their wines with cheese pairings from the Cheese Cellar at Stoney Ridge Wines.

OEVI alumni winemakers Alyssa Bator (Riverview Cellars) and Lydia Tomek (Hernder Estate Winery) were two of the featured presenters. Other Niagara winemakers who shared the stories behind their wines were Jay Johnston (Flat Rock Cellars), Jeff Hundertmark (Stoney Ridge Estate Winery), Rene Van Ede (Redstone Winery) and Sebastien Jacquey (Megalomaniac Winery).

Publications

Business

- Ashraf, A., and N. Thongpapanl (2015). Connecting with and converting shoppers into customers: Investigating the role of regulatory fit in the online customer's decision-making process. *Journal of Interactive Marketing*, forthcoming.

Oenology

- Kemp, B., Wiles, B. and D. Inglis(2015). Gushing of sparkling wine at disgorging: Reasons and remedies. *Practical Winery and Vineyard Journal*. Oct. 58-63.
- Kemp, B., Wiles, B. and D. Inglis(2015). Gushing of sparkling wine at disgorging. *Wines and Vines*, Oct. online edition.