

Summer 2016

CCOVInews

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



CCOVI

Brock University

20 years later: CCOVI celebrates a milestone

Under a marquee tent at Brock University, about 100 researchers, grape and wine industry leaders and friends gathered June 24 to toast and celebrate a milestone birthday.

Two decades ago, Brock created CCOVI, which continues to be supported by the Wine Council of Ontario, the Grape Growers of Ontario and the Winery and Grower Alliance of Ontario.

In June, some of the original architects of Canada's renowned grape and wine research unit were back for the party, mingling with the current generation of vintners to celebrate the institute.

The mood was relaxed as revelers toasted the success of the institute—with Canadian wine, of course — and remarked over how impactful CCOVI has become since being devised by a group of professors, grape growers and winemakers in a hotel meeting room 20 years ago.

Brock President Jack Lightstone told the gathering that those original schemers essentially mapped out a key part of the University's future.

"Those pioneers were determined to make it happen," said Lightstone. "Because of your work, we hit on the model of how Brock should organize research at our university."

Donald Ziraldo, the Canadian wine icon who was among those early innovators, paid tribute to then-Brock President Terry White and Dean of Mathematics and Science Bill Cade.



Celebrating CCOVI's 20th anniversary, from left, CCOVI's Debbie Inglis, Brock President Jack Lightstone, Donald Ziraldo, Managing Director of Ziraldo Estate Winery, Gary Libben, Brock's VP Research and CCOVI's Barb Tatarnic.

"They initiated it," Ziraldo recalled, "they were the ones who approached us. And look what happened as a result. The industry needs to continue supporting this, because without the research, we won't get very far trying to move forward."

CCOVI Director Debbie Inglis, herself a grape grower as well as a CCOVI scientist, said the institute proves the value of collaboration between industry and academia.

"The best is yet to come," said Inglis.

What began in 1996 as a single science lab (CCOVI didn't have its own building until 1999) is today an internationally-recognized centre of experts whose work priority is determined by the grape and wine

industry's most pressing needs.

Last year, an independent study determined that CCOVI contributed more than \$91-million and the equivalent of 307 jobs to Ontario's economy in 2014-15.

Continued on page 2 ...

What's inside

Share your CCOVI memories	2
Sensory scientist to present at	2
VQA promoters honoured	2
Canada to host ICCWS 2020	3
CCOVI expands services to the	3
TanninAlert looks to increase	3
Date for Cuvée 2017 announced	4

CCOVI celebrates 20th anniversary continued

Public outreach and industry engagement have remained central to its DNA. For example, CCOVI's analytical services are widely used; its VineAlert program helps hundreds of grape growers avoid vine loss from extreme weather events; its annual lecture series shares current research with the industry and the institute advances the skills of more than 120 people each year through its WSET training program.

But no such support structure existed before the mid-1990s, when a group of 37 people who became known as the Queen's Landing Forum began meeting to discuss how to address the needs of Canada's rapidly expanding grape and wine industry. The dialogue saw leaders from Brock University, located in the heart of Niagara grape and wine country, brainstorming alongside industry figures like Ziraldo, Paul Bosc, Howard Staff, John Howard, Karl Kaiser and others.

Canadian wine writer Linda Bramble was in the room in '96. She recalls Bill Cade, then Brock's Dean of Mathematics and Science, as "the real driving force" who brought in the wine industry leaders and grape growers.

"Cade was very careful to get community buy-in," says Bramble. "His energy and enthusiasm was contagious. I remember being split into groups to discuss specific questions and reporting back. The air was filled with possibility.

"I remember Donald (Ziraldo) repeating, 'Every significant wine region in the world has a research institute associated with it. We need this, too!' The vision was local as well as global, since it was seen as focusing on cool climate research

rather than depending on the research that came out of California or Bordeaux, or even northern Italy.

"This was to be our niche: Advance the local industry, yet have a global reach."

By October 1996, Brock officially created the institute that would focus on the needs of the grape and wine industry and the continuing education of the community.

Its role has steadily grown. In 1999 CCOVI moved into the new Inniskillin Hall, which was built largely because Ziraldo and John Howard led a \$2.1-million fundraising campaign from members of the grape and wine industry across Canada.

Through the intervening years, governments and industry have contributed millions of dollars in research funding, and CCOVI has helped form a national network of industry support groups from BC's Okanagan Valley to Nova Scotia.

During the 20th birthday party, Inglis said the CCOVI story illustrates what can happen when a university collaborates with industry and government.

"People work together, problems get solved and great things are achieved," Inglis said.



Brock establishes CCOVI. Bill Cade (centre), is flanked by (from left) grape and wine industry officials Bruce Walker, Donald Ziraldo, John Neufeld and John Howard.

Share your CCOVI memories

As we continue to celebrate our 20th anniversary, we want to hear from you.

Share your favourite memories, photos or how CCOVI has impacted you with us on Twitter using #CCOVIat20.

Not a social media user? Email your memories or favourite photos to klittle@brocku.ca

The fall edition of the *CCOVI News* will have a link to the full collection of memories.

Sensory scientist to present at Brock

Wes Pearson, a senior sensory scientist at the Australian Wine Research Institute, will be visiting Brock for a special guest lecture.

The talk "Defining 'green' flavour in Cabernet sauvignon wines" will take place Sept. 21 at 10:30 a.m. in Welch Hall room 303.

Experts Tasting celebrates Ontario wine

Wine writers, educators and industry professionals gathered at Brock May 6th for the 27th annual Experts Tasting.

Organized by CCOVI, the event promotes Ontario VQA wine and celebrates individuals who have made contributions to growing and promoting the grape and wine industry.

This year's tasting, which focused on Bordeaux red varietals, took an in-depth look at Ontario's 2012 vintage.

Five flights showcased a total of 32 wines and gave attendees a chance to evaluate this vintage while the wines were very much in their prime.

VQA Promoters Awards

Five individuals were also recognized at the tasting for their promotion of VQA wine. The 2016 VQA Promoter Award winners are:

- Education: Peter Blakeman, program coordinator for culinary programs, Niagara College
- Hospitality: Greg Elmhirst, general manager, Elmhirst Resort
- LCBO: Nina Hofer, product consultant, LCBO store 522
- Promoter-at-Large: Norman Hardie, owner and winemaker, Norman Hardie Winery
- Lifetime Achievement: Peter Gamble, winemaker and consultant

That's the spirit: CCOVI expands services to distillers

Answering the needs of Ontario's boom in craft distillers, CCOVI has taken its grape and wine analytical services and continuing education courses, and adapted them for the liquor industry and consumers.

While the new distillers may be deft at developing small-batch spirits, they lack the kind of services and support that the big players have in-house.

CCOVI sees this move as a natural evolution.

"Expanding our analytical services and educational offerings to the distilling industry further draws on the expertise already available in CCOVI," said CCOVI Director Debbie Inglis. "The spirits industry is growing, and we're in a position to provide services that support this growth and the jobs it creates."

Services critical to distillers include ethanol and methanol monitoring in addition to other specialized analyses. Responding to these needs, the CCOVI Analytical Services laboratory now offers testing packages tailored to the spirits industry.

Beyond lab services, CCOVI is also expanding its continuing education offerings to include Wine & Spirit Education Trust's (WSET) spirits courses to address the growing needs of this sector. These new courses have already started and offer a hands-on introduction to the world of spirits for consumers and industry professionals.

CCOVI course instructor Elsa Macdonald, who has a specialization in spirits, is the Director of Wine Education for Constellation Brands, an MW Candidate with the Institute of Masters of Wine and CAPS graduate.

"She will be a valuable resource to add to our WSET team" says Barb Tataric, Manager of Continuing Education. "In terms of the program itself, we're very proud to offer an internationally recognized certification with a focus on spirits to the industry."

The WSET Level 2 award in spirits will run in a condensed format on Sept. 12 and 26 and will also be offered online. Visit brocku.ca/ccovi for more details and to register.

TanninAlert aims to increase Ontario red wine sales

With foreign imports profiting most from Ontario's rising red wine sales, CCOVI is launching a new program to help domestic wineries capture a bigger piece of the action.

TanninAlert will track tannin levels – which impact bitterness and astringency in wine – and provide Ontario grape growers and winemakers with information on the ripeness of these flavours to help consistently create rich and robust Ontario red wines. CCOVI has partnered with Ontario Grape and Wine Research Inc. (OGWRI) to create the program.

Red wine sales in the province totaled \$695 million last year and Ontario wines accounted for 22 per cent of that. TanninAlert's target is to grow that market share by more than 20 per cent over the next decade, creating 800 jobs in the process.

"We are extremely excited to add TanninAlert to CCOVI's lineup of outreach programs," said CCOVI Director Debbie Inglis. "Our flagship program VineAlert has proved that providing the industry with Ontario-specific data can yield substantial economic returns."

The research team is currently building a tannin database to understand the levels in Ontario grapes and the differences that occur between varieties and vintages. Based on this data, winemaking trials will take place to develop winemaking production techniques based on tannin level and grape composition to optimize wine quality.

When the service rolls out to grape growers and winemakers, they will be able to receive tannin analysis on samples from their operation and receive recommendations for red winemaking techniques based on if tannin levels are low, medium or high.

OGWRI chair Matthias Oppenlaender said partnering with CCOVI to develop TanninAlert was a natural fit.

"OGWRI and CCOVI have a long history of collaboration in order to enhance the profitability and sustainability of the Ontario grape and wine industry," said Oppenlaender.

Canada wins bid for global wine summit

Canada has been selected to host one of the world's most prestigious international wine conferences.

The 10th International Cool Climate Wine Symposium (ICCWS) will take place at Brock in July 2020, attracting hundreds of grape and wine researchers, trade professionals and media from wine regions around the world to gather and share research knowledge.

The announcement was made at the 2016 ICCWS in Brighton, United Kingdom in May and marks the first time that the conference will be

hosted in Canada. The bid for the conference was a collective effort between CCOVI and stakeholder groups across the country that will work together to plan an engaging conference program.

"With ever-changing conditions within the grape and wine industry, the conference will examine how adversity drives innovation to achieve success," said CCOVI director Debbie Inglis.

Established in 1984, the ICCWS focuses on wine production in the cooler climate winemaking regions.

Publications

Business

•Ashraf, A. Razzaque, M., and N. Thongpapanl. The role of customer regulatory orientation and fit in online shopping across cultural contexts. *Journal of Business Research*.

Oenology

•Pickering, G.J., C. Klondnicki (2016). Does liking and orosensation intensity elicited by sampled foods vary with thermal tasting? *Chemosensory Perception*.

•Botezatu, A., Kotseridis, Y., Inglis, D. G.J. Pickering (2016). A survey of methoxypyrazines in wine. *Journal of Food, Agriculture and Environment*, 14(1): 24-29.

Viticulture

•Balint, G. and A.G. Reynolds. Abscisic acid and its catabolites profiles in leaves and berries of Chardonnay are affected by water status. *J. Plant Growth Regulation* (in press).

•Reynolds, A.G., and C. de Savigny (2016). Use of GPS and GIS for elucidation of the basis for terroir and relationships amongst soil and plant elemental analyses, yield components and fruit composition in Chardonnay. *J. Applied Hort.* 18(2):100-122.

Briefs

Business

• Ashraf, A. and N. Thongpapanl (2016). What does regulatory fit have to do with the online customer's decision-making process? 2016 Academy of Marketing Science (AMS) World Marketing Congress, Paris, France, July.

•Thongpapanl, N. and A. Ashraf (2016). Cross-national difference in M-commerce users' behaviours. CPA Ontario Research Excellence Centre Research Day, ON, Canada, June.

Oenology

•Hébert-Haché, A., Inglis D. and J.J. Willwerth (2016). Impact of clone and rootstock selection on Riesling and Sauvignon Blanc winter hardiness. 41st annual ASEV Eastern Section Meeting, St. Louis, MO, July.

•Inglis, D. (2016). Beyond Icewine: Canada overcomes challenges in *Vitis vinifera* wine production driving innovation to success in the global marketplace. 9th International Cool Climate Wine Symposium (ICCWS), Brighton, England, May.

•Inglis, D., Kemp, B., Dowling, L., Kelly, J., DiProfio, F., and G. Pickering (2016). A new wine style for Canada's cool climate wine regions based on the appassimento technique. ICCWS, Brighton, England, May.

•Inglis, D., Kontkanen, D., Pigeau, G. Heit, C., and G. Pickering (2016). Extreme winemaking: Overcoming the challenges in Icewine production and the application to other wine styles. ICCWS, Brighton, England, May.

•Kelly, J., Dowling, L., DiProfio, F., Brownridge, M., De Luca, V., Pickering, G., and D. Inglis (2016). Yeast and *Botrytis cinerea* considerations for the development of regional appassimento wines in Ontario. 41st Annual Meeting of ASEV Eastern Section, St. Louis, MO, July.

•Kemp, B. (2016). Tracking, tackling and tasting tannins. 17th Annual Oenology and Viticulture Conference and Tradeshow, Penticton, BC, Canada, July.

•Kemp, B., Hogan, C., Xu, S., Dowling, L., Onguta, E., and D. Inglis (2016). The influence of sugar and wine style in dosage solutions on sparkling wine aroma and foam stability. ICCWS, Brighton, United Kingdom, May.

•Onguta, E., Kemp, B., van der Merwe, P., and D. Inglis (2016). The impact on sparkling wine foam and sensory attributes of bentonite additions during sparkling wine production. ICCWS, Brighton, England, May.

•Onguta, E., Kemp, B., van der Merwe, P., and D. Inglis (2016). The role of protein concentration on sparkling wine foaming properties and sensory attributes. 41st annual ASEV-Eastern Section, St. Louis, USA, July.

•Pickering, G.J. (2016). Managing green flavours in the winery. ICCWS, Brighton, United Kingdom, May.

•Plante, J., Kemp, B., Onguta, E., and D. Inglis (2016). Nutrient timing for low-pH base wines during yeast acclimatization and *tirage* in sparkling wine production. ICCWS, Brighton, England, May.

•Van der Merwe, P., Kemp, B., Willwerth, J., Jasinski, M., and D. Inglis (2016). The impact of serverity and timing of leaf removal on L. cv. Pinot noir sparkling wine juice and base wines compared to red still wines. ICCWS, Brighton, England, May.

Viticulture

•Reynolds, A.G., Brown, R.B., Jollineau, M., Shemrock, A., Kotsaki, E., Lee, H-S. and W. Zheng (2016). Application of remote sensing by unmanned aerial vehicles to map variability in Ontario vineyards. International Congress on Grapevine Physiology and Biotechnology, Verona, Italy, June and 41st ASEV Eastern Section Meeting, St. Louis, MO, July.

•Reynolds, A.G., Brown, R.B., Jollineau, M., Shemrock, A., Kotsaki, E., Lee, H-S. and W. Zheng (2016). Application of remote sensing by unmanned aerial vehicles to map variability in Ontario vineyards. 11th Terroir Congress, McMinnville, OR, July and 41st ASEV Eastern Section Meeting, St. Louis, MO, July.

Cuvée Legacy Fund grows as organizers set date for 2017

Mark your calendars. The 29th annual Cuvée Grand Tasting will take place Friday March 24, 2017 at the Scotiabank Convention Centre in Niagara Falls.

This announcement comes as organizers report that Cuvée 2016 generated net revenues of more than \$36,000, most of which will go to support scholarships and grape and wine research through the Cuvée Legacy Fund.

"It is thanks to the support and enthusiasm of our sponsors and attendees that we are able to increase this year's contribution to the Cuvée Legacy Fund," said CCOVI Director Debbie Inglis.

Of the net proceeds, \$33,000 has been placed in the Cuvée Legacy Fund. The remaining \$3,670 will go to support the Niagara Community Foundation, in recognition of their work in overseeing Cuvée for several years before CCOVI took over stewardship of the event.

Organized by CCOVI, the sold-out 2016 Grand Tasting took place March 4th showcasing 50 VQA wineries and 12 celebrated chefs.

For Daniel Goodman, President and CEO of GFI Investment Counsel Ltd., the 2016 event was a great opportunity to experience Niagara's food and wine culture.

"Attending Cuvée for the last two years has opened our eyes to the growth and development of the wine and food industry in the Niagara Region," Goodman said. "We were blown away by the quality of the vintners and the mouth-watering food that was on full display for the evening."

Tickets for the 2017 Cuvée Grand Tasting will go on sale starting October 1, 2016.

For more information, visit: cuvée.ca