

Summer 2020

ccovinews

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



Cool
Climate
Oenology &
Viticulture
Institute

Brock University

CCOVI uncorks novel partnership to aid local pandemic efforts

CCOVI donated nearly 5,000 litres of wine to Dillon's Small Batch Distillers to be transformed into approximately 1,000 bottles of hand sanitizer for the local community.

"When guests visit the institute's wine cellar, they often ask us what we do with our research wine once the projects have ended," says Debbie Inglis, Director of CCOVI. "Thanks to this partnership, we can tell them the wine is being given a second life, as well as keeping our community safe and healthy in the process."

Every year, the institute must discard the wine from completed staff and student research projects to make room in the cellar for new bottles. When Inglis learned Dillon's could use wine to aid in its hand sanitizer production efforts, she reached out to see how CCOVI could help.

"Dillon's has been a client of CCOVI's Analytical Services since 2012, so we had that pre-existing relationship already," says Inglis. "We were able to come up with a partnership that met both of our needs while also giving back during this challenging time."

Distiller Louis Hinshelwood, who has also been working on the Dillon's hand sanitizer project, says CCOVI's donations helps the company produce a safe, quality product.

"The relationship that we have with Brock is amazing, and it's great to see a university step up and provide us with the wine we need to continue making hand



Shufen Xu, Analytical Services lab Technologist at Brock's Cool Climate Oenology and Viticulture Institute (CCOVI), with a bottle of the hand sanitizer created through a partnership between CCOVI and Dillon's Small Batch Distillers.

sanitizer — because every little bit helps," he says. "It's nice that it's literally coming from the hands and work of people in the community who are now benefitting from it and to be a part of that process and that feeling of coming together, there's really nothing like it."

Distillery owner Geoff Dillon says "it has been an incredibly moving experience to be able to step up with the support of this great community, and do what we can to help during such difficult times."

Inglis agrees.

"CCOVI is a proud part of the Niagara community and contributing to that community is an important part of our mandate," she says. "It is wonderful to work collaboratively alongside Dillon's and our other industry partners on this innovative solution to helping our friends and neighbours in a time of need."

Jim Willwerth named Chair-elect of ASEV-ES, Assistant Professor at Brock

Jim Willwerth has a lot to celebrate.

Last month, he achieved his career goal of becoming a Brock University faculty member, while simultaneously marking his 10-year anniversary at CCOVI. He was also named as the new Chair-elect for the American Society for Enology and Viticulture-Eastern Section (ASEV-ES) and will serve in that capacity until the end of the year, taking over the Chairman's role from the out-going Chair in 2021.

Willwerth will conclude his decade of service as CCOVI's Senior Scientist, Viticulture, to join the Faculty of Mathematics and Science as an assistant professor, specializing in grapevine physiology this fall.

"This was definitely a goal that I've had since I completed my PhD," he says. "I've learned a lot at CCOVI. I'm looking forward to the opportunity contribute more to the University on the academic side, and to mentor and train students who will one day become scientists or work in the grape and wine industry."

Moving into a faculty role is a full-circle moment for Willwerth, who hails from the Niagara region and completed both his Certificate in Grape and Wine Technology and PhD at Brock.

Willwerth was hired as CCOVI's first staff scientist in July 2010. It was his love of research, plants and the outdoors that initially drew him to viticulture and wanting to pursue a career as a scientist studying grapevines.

"Working in the industry, I realized that wine is truly made in the vineyard," he said. "If there are ways to manipulate those

vines to make them more resilient or create better quality wines, that really interests me."

When he was first hired, CCOVI was in the process of expanding its operations and strengthening its outreach, knowledge transfer and relationships with the industry, says CCOVI Director Debbie Inglis.

"His contributions have been a vital part of our growth at the institute in research, service and expanding industry relations," she said. "While we will greatly miss having him on our staff, we look forward to future collaborations and know that his experience and mentorship abilities will serve his students well, which in turn, will serve our industry well."

Willwerth is known for his work on CCOVI's VineAlert and Preharvest Monitoring programs, as well as his research in grapevine cold hardiness and in identifying elite-performing plant material for the clean plant program. He has also become a trusted voice in the media.

Matthias Oppenlaender, Chair, Grape Growers of Ontario and Ontario Grape and Wine Research Inc., said Willwerth's work has played a "crucial role in overcoming the challenges associated with cold hardiness," and that he looks forward to continuing to work together in this new capacity to grow the region's "world class grape and wine industry on a global stage."

CCOVI has grown considerably since Willwerth joined the team, including the hiring of Sudarsana Poojari and Belinda Kemp, Senior Staff Scientists in Grapevine Virology and Oenology, respectively.

"It has been an absolute pleasure working



Jim Willwerth

with him at CCOVI," Kemp said of her friend and colleague. "Our wonderful vineyard site visits during the grape growing seasons were made all the better for his Ontario viticulture knowledge, experience, insight, grower relations, and laughter."

Willwerth said CCOVI became "like an extended family" to him, and that he hopes to maintain strong collaborations with the institute as he continues his ongoing research and work on the VineAlert and Preharvest Monitoring programs.

Brock graduate students recognized for their grape and wine research

Three Brock University graduate students have received awards in recognition of their ongoing grape and wine research.

Hannah Charnock is the 2020-21 recipient of the Ruth Binnie Fellowship from the Canadian Federation of University Women (CFUW) and was awarded third place in the American Society for Enology and Viticulture (ASEV)'s 2020 Best Student Video Presentation Awards; Margaret Thibodeau received Brock's 2019-20 Harrison-Thompson Bursary Trust; and Robert Allie is the recipient of the Donald Ziraldo and Laura McCain CCOVI

Director's Award.

Supervised by Belinda Kemp and Gary Pickering, Charnock is an MSc candidate in Biological Sciences whose research focuses on the Maillard reaction. Through this research she hopes to identify strategies to advance quality, sustainability and innovation in sparkling wine. She says winning the Fellowship, which supports women pursuing post-secondary studies in fields related to consumer science, human ecology and home economics, is an honour which is both humbling and validating. Her

ASEV-award-winning video, titled Impact of Production Method on Metal Content in Sparkling Wines, also highlighted her current thesis research on the Maillard reaction. This marks the first time someone from Brock has received the award, as well as only the third time someone from a Canadian university won in the contest's history.

Thibodeau's research seeks to understand how the most common sensations elicited by alcoholic beverages (sweet, sour, bitter and astringent) interact with those elicited

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by ethanol to produce the overall flavour of alcoholic beverages. This is the third year Thibodeau, a PhD candidate in Biological Science, has received the award. She is supervised by Gary Pickering.

Supervised by Debbie Inglis, Allie is an MSc candidate in Biotechnology whose research examines the biochemistry of yeast strains and how it pertains to producing premium Icewine. His award is named in honour of Canadian Icewine ambassador Donald Ziraldo, and Laura McCain, founder and former owner of Creekside Estate Winery in Jordan, Ont.

"The research conducted by all of these recipients will help to advance the critical priorities of the cool climate grape and wine industry," says Inglis.



Brock University students Robert Allie, Margaret Thibodeau and Hannah Charnock have all received awards for their grape and wine research.

WHAT'S HAPPENING AT CCOVI

CCOVI launches online cider course as thirst for continuing education grows

With people spending more time at home to slow the spread of COVID-19, CCOVI has a full slate of online continuing education opportunities for those looking to spend some of that time learning about wine, spirits and cider.

Among those is the first-ever online offering of the popular Cider and Perry Production Foundation course. The course was developed alongside CCOVI's North American academic partners and the courses have been selling out almost immediately since launching.

"We're thrilled to offer the foundation course in an innovative new format," says Barb Tatarnic, CCOVI's Manager of Continuing Education. "The uptake was incredible and affirms that we've provided the quality cider education experience students are looking for, even if we can't provide it in person right now."

CCOVI worked together with the Cider Institute of North America (CINA) and other program providers to develop the online course.

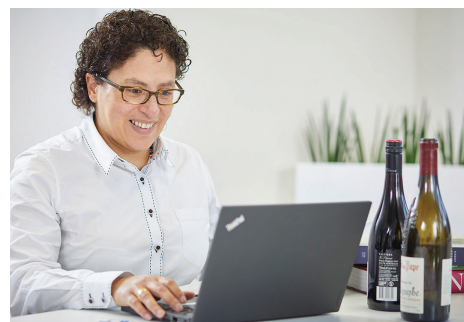
It is now offered over a 15-week period and, for the first time, all of CINA's expert fermentation researchers (from Brock, Cornell, Washington State, and Virginia Tech Universities) will be teaching a portion of the course.

Brock's certified instructor Steven Trussler said the co-teaching element is an exciting approach.

"With each of the instructors coming from different professional backgrounds and areas of expertise, the students learn the material from a variety of perspectives in a very multifaceted way," he says. "The depth of time you can spend with the material in a 15-week-format also provides a very different experience even though the course has the same content and learning objectives."

Instructors pair live, virtual lectures and online forums with pre-recorded video content and assignments that use those video demonstrations. Students also receive kits containing cider samples for the sensory analysis and tasting components of the course, as well as fermentation supplies to make and test ciders at home. Guest speakers are also featured in the online course almost every week. Students also have access to virtual behind-the-scenes tours of the top cider apple orchards and commercial production spaces across North America, and networking opportunities to foster teamwork and interaction.

CCOVI also currently offers WSET Levels 1 to 3 in Wines, as well as Levels 1 and 2 in Spirits, in an online format, as well as its



Brock University's popular Cider and Perry Production Foundation course, along with a slate of other offerings in wine and spirits, is now available online.

Certificate in Ontario Wine online course, which provides a formal introduction to the Ontario wine industry and certification through CCOVI.

Visit brocku.ca/ccovi/continuing-education or contact ccovi@brocku.ca for more information or to register for upcoming course offerings.

Continuing Education Courses

WSET Level 1 Award In Wine (Online)
November 9 - December 6

WSET Level 2 Award In Wine (Online)
November 9 - December 13
November 16 - December 20
January 11, 2021 - February 14, 2021

WSET Level 2 Award In Spirits (Online)
November 16 - December 20

Brock's CCOVI launches new research scholar award for Goodman faculty



The new R3CL lab in the Brock LINC will allow CCOVI-affiliated researchers to investigate how sights, sounds and smells impact choice and impression of wine using virtual, augmented and physical reality simulations.

CCOVI and Brock's Goodman School of Business have developed a new CCOVI Research Scholar position. The recipient will lead cutting-edge research to better understand why consumers buy the wines they do and help the Canadian industry make their wines stand out in a globally competitive marketplace. That research will be shared with the grape and wine industry.

"The award is a great opportunity to attract Goodman researchers into the business realm of the grape and wine industry," says Debbie Inglis, Director of Brock's CCOVI. "The recipient will work collaboratively with CCOVI on new research initiatives that will positively impact the industry by applying consumer science to increasing wine sales."

Brock's Tek Thongpapanl, Associate Dean, Research and Graduate Programs and Professor of Marketing and Product Innovation, says the partnership will help propel important marketing and consumer behaviour research.

Consumers, he explains, "no longer make purchasing decisions at the wine level itself; the decision goes above and beyond the simple product and packaging."

Aromas, background music, lighting and the presentation of the product in different retailers are among the factors that can

play a part in driving purchases.

"The CCOVI Research Scholar will dedicate themselves to the advancement of relevant and practical knowledge in this research area as we try to help wineries and wine producers differentiate their product from others and determine how sensory marketing makes a difference in purchasing decisions made by consumers," says Thongpapanl, who is also a CCOVI Fellow.

By becoming a CCOVI Fellow, the CCOVI Research Scholar may also have opportunities to collaborate with core researchers on consumer behaviour research to be conducted in the new augmented reality, virtual reality and sensory reality consumer laboratory at Brock.

Known as the R3CL, the lab is the first of its kind, offering CCOVI affiliated researchers the opportunity to investigate how sights, sounds and smells impact choice and impression of wine using virtual, augmented and physical reality simulations. The lab is part of the Brock LINC, located inside the new Rankin Family Pavilion, an innovation space that seeks to expand partnerships between the University and Niagara's businesses and social organizations.

The CCOVI Research Scholar appointment announcement is forthcoming.

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