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ccovineWS

A newsletter from
the Cool Climate Oenology
and Viticulture Institute



Cool
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Oenology &
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Institute

Brock University

OEVI students learned to make Icewine in first-of-its-kind co-op

Third-year Oenology and Viticulture (OEVI) students Claire Findlater and Mario Spinosa took part in a first-of-its-kind Icewine co-op with Pillitteri Estates Winery this winter.

A new partnership between Brock University's OEVI program and Pillitteri Estates Winery, located in Niagara-on-the-Lake, the co-op gives Brock students hands-on experience with all aspects of working on a Canadian Icewine harvest. That included the time-honoured tradition of patiently waiting for temperatures in the region to drop below -8°C , so they could press the frozen grapes needed to make the specialty product.

Jamie Slingerland, Director of Viniculture for Pillitteri Estates, says the partnership between Brock and the winery is extremely beneficial on multiple levels.

"From a resume-building perspective, working on a co-op at a renowned winery in Icewine is a tremendous opportunity; there's not too many students who are able to say they've done that," he says. "It's also an honour to mentor these brilliant, hard-working students because they are the future and helping them learn means helping the future evolution of our industry."

Pillitteri was one of the few wineries that chose to produce Icewine this year — allowing the students to also work on a rare vintage of the dessert wine.



Claire Findlater, a third-year OEVI student, learns the role a basket press plays in Icewine production during her co-op at Pillitteri Estates Winery.

Much of Canada's Icewine sales is driven by tourism and duty-free shopping, which have been impacted by the COVID-19 pandemic. With that in mind, some wineries with enough inventory to meet this year's demand decided to skip the Icewine harvest and focus more on table wines.

"Getting to do something so special to Canada in such a whirlwind year has been a really cool way for us to get that hands-on industry experience," says Findlater. "Jamie is always so willing to help us with anything we need and there is so much experience and knowledge we are gaining from everyone we're working with."

Pillitteri, which is recognized internationally for its Icewine, has been partnering on research, outreach and student learning opportunities with Brock and the Cool Climate Oenology and Viticulture Institute (CCOVI) for nearly a decade.

The winery is passionate about bringing on Brock students and worked with the Co-op, Career and Experiential Education office and Steven Trussler, CCOVI Senior Lab demonstrator and Academic Advisor for the



Mario Spinosa, a third-year OEVI student, stands in front of a basket press during his co-op at Pillitteri Estates Winery.

OEVI program, to develop this Icewine co-op. The goal is to offer it to students every year.

"We work together, hand-in-hand, to make industry connections, and present our students with amazing opportunities such as this," says Melissa Beamer, Brock's Manager, Talent Development and Engagement. "We are proud to be able to provide our students with great opportunities — especially during this challenging time — and we look forward to continuing this strong partnership and continuing to offer our students unique opportunities in this amazing industry."

OEVI students take three co-op terms during their degree.

Trussler says co-ops allow them to apply what they've learned in the classroom to a real-world setting, make important industry connections and see their work tangibly impact the local grape and wine industry.

"This particular experience with Pillitteri also provides practical experience with a style of wine production that not all students will have when they graduate — which sets

them apart when it's time to start looking for jobs," he adds.

During their work term, the students will tackle everything from working in the field and understanding how the harvesting machinery operates, to crafting the wine itself and learning how it's promoted and sold in a retail environment.

Spinosa and Findlater also completed prior co-op terms working in Pillitteri's vineyard last summer.

They say the OEVI program offers flexibility to choose co-ops that appeal to their interests and they've been able to gain a breadth of valuable learning experiences that will help them achieve their career goals. "This profession is both an art and a science and you really need to get the hands-on experience — which is what this co-op really gives you," says Spinosa.

"Our program has given us the ability to learn different things so we can choose what path to go on, and we've been able to build

a community of contacts in the industry to draw from in the future."



Brock brings Icewine education to France's wine country with new collaboration

Wine and gastronomy graduate students in France's Champagne region recently gained an in-depth understanding of one of Canada's top wine exports thanks to a new partnership with Brock University.

The course titled "A Canadian Icewine story: From production to consumption and beyond" featured CCOVI researchers and was organized in a collaboration between Brock's Goodman School of Business and NEOMA Business School's MSc in Wine and Gastronomy program.

"This was an exciting opportunity to share our expertise in both Icewine marketing and production with one of the world's most recognizable wine regions," said Goodman Dean Andrew Gaudes.

Nathalie Spielmann, Director of the MSc program in Reims France, worked with Goodman to create an online experience that immersed students in a new-world wine region.

"It was great for students to learn about a product not made in France, to learn from other teachers and to have a virtual tasting," Spielmann said.

The course, which ran for the first time in March, included technical information on production of this signature style from leading Icewine researcher Debbie Inglis,

Director of Brock's Cool Climate Oenology and Viticulture Institute.

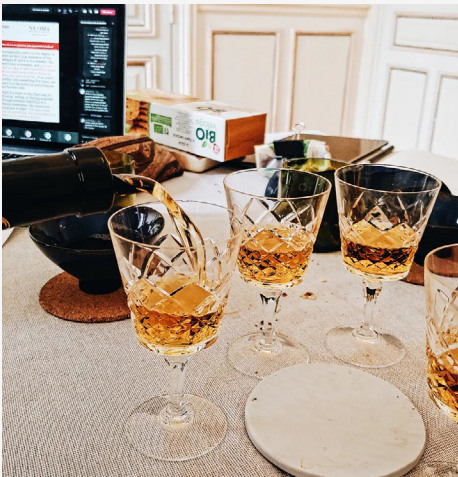
Students then heard from Goodman's Assistant Dean of Graduate Studies, CCOVI Fellow and Marketing Professor Narongsak (Tek) Thongpapanl about the unique marketing considerations of the product. For consumers, Icewine has an experience curve different than other wine styles that can be steeper to climb in the beginning.

"It was great to use this educational session to present the history and life of Canadian Icewine that might be the fundamental reason of why we are the No. 1 producer of Icewine in the world in quantity and arguably quality too, and to share our in-house expertise on Icewine production and consumption," Thongpapanl said.

NEOMA student Danika Leminski found the session informative, and said it helped broaden her perspective of marketing the luxury good.

"It really opened my eyes to marketing and distribution channels that I never thought of wine companies using before," Leminski said. "This premium wine was able to reach tough, competitive markets by thinking outside the box."

Students were able to apply their new knowledge in group presentations pitching



The view of NEOMA Business School student Danika Leminski's setup as she took part in a course in Canadian Icewine offered by the Goodman School of Business in collaboration with the French school. CCOVI researchers and fellows also provided their expertise as part of the course.

potential new markets based on the information they learned. Tastings and pairings of wine with traditional and outside-the-box food options showcased the versatility of Icewine and articulated the experiential nature of the product.

WHAT'S HAPPENING AT CCOVI

Brock alumnus pairs junk food with wine in online tasting experience



Brock University alumnus Mitchell McCurdy (BSc '18), Winemaker at Marynissen Estates Winery, was featured in the March 20 offering of CCOVI's ongoing online wine tasting events.

Brock University's **Cool Climate Oenology and Viticulture Institute** (CCOVI) recently added to its roster of virtual wine tastings with an event where guests could sample local wines and tasty junk food pairings.

The virtual tasting took place on Saturday, March 20 and featured Brock alumnus Mitchell McCurdy (BSc '18), Winemaker at **Marynissen Estates Winery**.

"It was exciting to be a part of an educational virtual tasting like this and the simplicity and comfort of junk food makes this so approachable and accessible," McCurdy says.

Registered guests were shipped three bottles of Marynissen Estates wines, along with junk food pairings, tasting notes and instructions on how to prepare for the tasting. Each bottle could pour up to four glasses, allowing guests to share their virtual experience with up to three additional people within their household or social bubble. To ensure a safe and enjoyable experience, participants were asked to follow the COVID-19 public health guidelines currently in place in their region when planning their evening.

On the night of the event, McCurdy virtually guided the attendees through a tasting of each of the wines and the accompanying pairings.

This was the second virtual tasting that CCOVI has organized and hosted in this new series. The first was coordinated for the Brock University Alumni Association on December 12 and featured Brock alumnus Gabriel Demarco (BSc '13), Winemaker and Viticulturist at Cave Springs Vineyard.

CCOVI Outreach Manager Barb Tatarnic said these online tastings provide an opportunity to safely experience all that the Niagara wine industry has to offer while also connecting

guests with others who share their same passion for local wine.

"We're proud to bring our alumni winemakers and the community together to share these unique learning opportunities that are also a whole lot of fun," she said. "What could be better than a junk food pairing on a Saturday night?"

This event, and all other outreach events hosted by CCOVI, also strengthen connections with the Institute's growing network of alumni and fulfil its mandate to engage with and support the local grape and wine industry and broader community.

"I'm really happy that CCOVI reached out," McCurdy says. "They have been incredibly supportive since I first set foot in the industry and continue to impress me with their dedication to promoting Ontario VQA wine and educating consumers to the quality that Niagara produces."

CCOVI plans to continue hosting similar virtual wine tasting experiences in the future. For more information, contact Barb Tatarnic at ccovi@brocku.ca to be placed on the email list for future offerings. Watch **CCOVI's website** and follow CCOVI on **Facebook**, **Twitter** and **Instagram** for more information about the tastings and other outreach events offered by CCOVI.

Continuing Education Courses

Cider & Perry Production- Foundation (online)
June 30 – August 18 (8-week option)

Cider & Perry Production- Foundation (online)
August 31 – December 14 (16-week option)

WSET Level 1 Award in Wine (online)
June 28 - July 25
Registration deadline: June 18 (by 10 a.m.)

WSET Level 2 Award in Wine (online)
June 21- July 25
Registration deadline: June 11 (by 10 a.m.)

WSET Level 1 Award in Spirits (online)
June 28 – July 25
Registration Deadline: June 18 (by 10 a.m.)

WSET Level 2 Award in Spirits (online)
June 21 - August 1
Registration Deadline: June 11 (by 10 a.m.)

CCOVI Lecture Series videos now online

CCOVI concluded its first-ever fully virtual CCOVI Lecture Series on March 31, attracting more than 400 online viewers. All of the presentation videos and lecture slides are now available to watch online for free at:

brocku.ca/ccovi/outreach/lecture

Institute welcomes new CCOVI Fellow & CCOVI Research Scholar



CCOVI would like to extend a warm welcome to our newest CCOVI Fellow: Joachim Scholz. Scholz is an Assistant Professor in Brock's Goodman School of Business and specializes in augmented reality marketing, social media controversies, and branding in digitally-infused and hyper-connected societies. He has also been named as the "CCOVI Research Scholar," and will collaborate with core researchers on consumer behaviour research, including potential opportunities to work in the new augmented reality, virtual reality and sensory reality consumer laboratory at Brock.

PUBLICATIONS & BRIEFS

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- Thibodeau, M., Yang, Q., Ford, R., and Pickering, G. (2021). The English Version of the Food Disgust Scale: Optimisation and Other Considerations <https://doi.org/10.1111/joss.12639>. *Journal of Sensory Studies*. 36(2): e12639.
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- Hébert-Haché, A., Inglis, D., Kemp, B. and Willwerth, J. (2020) Clone and Rootstock Interactions Influence the Cold Hardiness of *Vitis vinifera* cvs. Riesling and Sauvignon blanc. *American Journal of Enology and Viticulture*. doi:10.5344/ajev.2020.20025

PRESENTATIONS

- Thongpapanl, N. and Inglis, D. (2021) A Canadian Icewine Story: From Production to Consumption and Beyond – Goodman's Professional Development Program with NEOMA Business School's MSc in Wine and Gastronomy program, Virtual presentation, March 17, 2021.
- Inglis, D. TanninAlert. (2021) A red winemaking tool for Ontario winemakers to improve tannin extraction and red wine consumer preference. Ontario Fruit and Vegetable Conference. Virtual presentation February 26, 2021.
- Renton, L.D.F (2021). Hard Pressed to Find A Difference: Evaluating the total tannin content of Cabernet franc L cv. wines, made using pre- and post-fermentation pressing treatments. MSc Thesis presentation and defence, January 6, 2021. Online, Brock University, St. Catharines, ON.
- Kemp, B. (2021). Judge for vineyard, and yeast presentations. (2021). The Joint Canada Fungal Network and Great Lakes Mycology Virtual Conference (CanFunNet21). 26th – 28th May 2021.
- Kemp, B. (2021). Sparkling Cider and Perry Production. Foundation Cider Production Course, Cider Institute of North America (CNIA). 12th May 2021 (Online). (Invited speaker)
- Kemp, B. (2021). The Art of Sparkling Wine: Yeast, nutrients, and sugar type for sparkling wine. Prince Edward Winegrowers Association (PECWA), Spring Tune-Up and Trade Show, Ontario, Canada. 23rd April 2021. (Invited speaker)
- Kemp, B. (2021). Juice and Base Wine Fining and Filtration for Fizz. P45 Michigan Spring Kick-off annual meeting, Michigan, USA. 16th April 2021. (Invited speaker).
- Marcotte, C, Kemp, B & Inglis, D. (2021). Enzyme treatments positively impact tannin extraction in Pinot noir and Cabernet sauvignon red wine from Niagara. Ontario Fruit and Vegetable Convention (OFVC). 5th March 2021. <https://www.ofvc.ca/posters.html>
- Kemp, B., Charnock, H., & Pickering, G. (2021). Why do Ontario wine consumers buy local wine? CCOVI Lecture Series, Brock University, Ontario, Canada (online). 3rd March 2021. <https://www.youtube.com/watch?v=6q1nImxkG14>
- Meknes, A., Wang, T. and Poojari, S. (2021). One test for all: Detection of grapevine viruses using probe-based high throughput sequencing. Ontario Fruit and Vegetable Convention (OFVC). 5th March 2021. <https://www.ofvc.ca/posters.html>
- Willwerth, J. (2021). Cold hardiness in the face of climate change. Ontario Craft Winery Conference (OCWC). 11 May, 2021 (Virtual Presentation).
- Willwerth, J. (2021). Impact of cultivar, clone and rootstock on grapevine cold hardiness. CCOVI Lecture Series. 23 March, 2021. Brock University, St. Catharines, ON. Canada.