

Cool Climate Oenology and Viticulture Institute

www.brocku.ca

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Press Release

For Immediate Release

Bacchus Interdisciplinary Wine Conference Set for 2007

Brock University (St. Catharines, Canada), will be host to the Third International Interdisciplinary Wine Conference, "Bacchus at Brock", **June 7 - 9**, 2007 (**please note dates**).

Dr Isabelle Lesschaeve, Director of the Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University and Conference Chair states, "We are thrilled to have Bacchus at Brock once again. Not only do we have the honour of hosting a comprehensive, world class wine conference, but we also have the privilege of welcoming an international host of wine industry researchers, professionals and luminaries. We are happy to raise our profile as the world's only cool climate grape and wine research institute but more importantly are excited that our students will benefit from the close association with the conference and the attendees."

In keeping with the Bacchus tradition, this conference seeks to cross boundaries of specialization to allow wine scientists, experts, professionals and wine enthusiasts to meet and exchange ideas related to their different fields of research or practice. There are three key themes to the conference: science, culture and business along with a strong focus on educational tastings. To unify the event, a number of **integrative sessions** have been scheduled to explore topics from the perspective of each of the three Bacchus disciplines. The 2007 integrative themes are: Wine and Food, Regional Exploration (focus: Napa and Niagara), and the Language of Wine (labels, influence of wine writing, linguistics, sensory language, etc.). These sessions promise to be very lively and enlightening.

Attendees are invited to contribute in a number of ways. Participants in the conference may submit an academic paper, organise a workshop, exhibit their products or services, or lead an educational tasting. In addition an exciting culinary program will complement the intellectual and wine sensory components of the conference.

In keeping with our international focus the conference will be bilingual (English and French) so that presenters can choose to address the audience in either official language. For more information please visit www.brocku.ca/bacchus

Bacchus at Brock

Third International Interdisciplinary Wine Conference in Niagara Brock University, St. Catharines, Ontario, Canada L2S 3A1

Dates: June 7, 8, 9, 2007 Chairs of the Conference:

Dr. Isabelle Lesschaeve, Conference Chair, ilesscha@brocku.ca

Dr. Linda Bramble, Program Chair, lbramble@cogeco.ca

Ms. Barb Tatarnic, Logistics and Planning Chair, ccovi@brocku.ca

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