## BROCK UNIVERSITY MEDIA ADVISORY / PSA

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Jan. 20, 2010 Cool Climate Oenology & Viticulture Institute, Brock University 905-688-5550 x4471

Editors: Please consider the following item for a possible news story, public service announcement and/or community calendar item:

## Brock grape & wine lecture series looking at industry issues "bigger than ever"

Brock's Cool Climate Oenology & Viticulture Institute (CCOVI) is pleased to present its third annual lecture series featuring talks by CCOVI Fellows and Professional Affiliates.

This year's series is bigger than ever with twice as many speakers as in past years. It will present current topics of importance to grape growers and winemakers, ranging from viticulture and winemaking to wine business and culture.

Not just a "science" Institute, CCOVI is involved in many aspects of the industry — including business management and marketing. CCOVI advances Canada's grape and wine industry by providing innovative outreach services like the annual CCOVI Lecture Series.

The expanded series is part of a year of celebrations marking the first decade of CCOVI's research facility, Inniskillin Hall, and the upcoming 10<sup>th</sup> anniversary of the first graduating class from its oenology and viticulture program.

Karl Kaiser, Co-Founder of Inniskillin Wines will kick off this year's series of talks on Feb. 1. Lectures take place Mondays from 3 to 4:30 p.m. Admission is free and all are welcome.

## Schedule for the first half of the 2010 CCOVI Lecture Series:

- Feb. 1: Karl Kaiser, Co-Founder, Inniskillin Wines, "Controlling reductive wine aromas", Brock University
- Feb. 22: Janet Dorozynski, Foreign Affairs and International Trade, "You make wine in Canada? Canadian wine in the global marketplace: success and challenges to date", Southbrook Vineyards (581 Niagara Stone Rd., Niagara-on-the-Lake)
- March 1: Jeffrey Stuart, Associate Professor, Biological Sciences, "Activities of the red wine polyphenol resveratrol", Brock University
- March 8: Daryl J. Somers, Vineland Research and Innovation Centre, "Accelerated Grape Breeding", Brock University
- March 15: Linda Bramble, Wine Author, "VQA The real story", Brock University

- March 22: Antonia Mantonakis, Assistant Professor, Marketing, "Consumer behaviour", Brock University
- March 29: Kevin Ker, Instructor, CCOVI, "Penglai China The rapidly developing wine region in China", Brock University

**NOTE**: Lectures at Brock University take place in Mackenzie Chow Complex in room H313. Pay-and-display parking (\$2.50/hour) is available in Lot E.

For the complete 2010 CCOVI Lecture Series schedule, which runs until May 17, go to <a href="http://www.brocku.ca/ccovi">http://www.brocku.ca/ccovi</a> and click "CCOVI Lecture Series" on the left-hand side.

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