

**BROCK UNIVERSITY
MEDIA RELEASE**

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27th annual Cuvée Grand Tasting set for Feb. 27, 2015

Mark your calendar. One of Canada's most sought-after wine events, the 27th annual Cuvée Grand Tasting has been set for Friday Feb. 27, 2015 at Fallsview Casino Resort.

Over 26 years, Cuvée has become one of the most prestigious celebrations of Ontario wine. Now as the event evolves, proceeds will go to support the industry it showcases.

Organized by the Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University, money raised from Cuvée 2015 will support student bursaries and research that will benefit the Ontario grape and wine industry.

CCOVI Director Debbie Inglis said the leadership transition has brought a new look and feel for the event along with a new [website](#). The feedback gained from small, medium and large wineries has positioned CCOVI to take Cuvée to the next level.

Inglis said CCOVI's long history of supporting Cuvée gives it a natural fit for taking on the role of organizing the event.

"CCOVI is committed to helping the industry continue to grow by training the next generation of industry professionals, and by providing the industry with applied research solutions," Inglis said.

Scholarships will be established for undergraduate oenology and viticulture students as well as graduate students studying in fields across the grape and wine value chain, including viticulture, wine science, business and tourism.

Research funding will go to support projects that address priorities identified by the industry.

The Cuvée Grand Tasting on Feb. 27 will feature Ontario's best VQA wines as well as food prepared by local chefs. The Cuvée en Route passport program will run at participating wineries from Feb. 27 to March 1 and showcase exclusive tasting flights.

Learn more at: cuvee.ca

About the Ontario grape and wine industry

The Ontario grape and wine industry employs over 14,000 people and attracts 1.9 million visitors to the province each year. It is an important driver to the provincial economy contributing \$3.3 billion annually according to research completed by the Canadian Vintners Association.

Details at: http://www.canadianvintners.com/?page_id=358

About CCOVI

The Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University was developed in partnership with the Grape Growers of Ontario and the Wine Council of Ontario. Established in 1996, CCOVI is an internationally recognized research institute focused on research priorities of the Canadian grape and wine industry, and on the education and outreach service needs of that community.

To learn more about CCOVI, visit: brocku.ca/ccovi

For more info:

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