## BROCK UNIVERSITY MEDIA RELEASE

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## Ontario wine industry toasts its top promoters

A wine writer, an educator and one of Canada's leading wine enthusiasts are on the podium as the Ontario wine industry honours its leading advocates with its 2010 Promote the Promoters Awards.

The awards acknowledge those individuals that celebrate the Ontario VQA wine industry with unselfish enthusiasm, constructive input, and unsolicited promotion. They are announced during the Experts' Tasting at the industry's Cuvée weekend, which was hosted recently by Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI).

Toronto-based wine writer Michael Pinkus - the Grape Guy, won in the media category for his dedication to keeping the wine industry well informed through OntarioWineReview.com while Niagara's own Jennifer Wilhelm from Niagara College was recognized in the Education category. The promoter-at-large award, a new category, was given to Ken Burford, President of the Ontario Wine Society, who has been instrumental in promoting VQA wines through educational events.

The Experts' Tasting is an annual by invitation only event designed and targeted to the wine trade – primarily media, product consultants, sommeliers and wine educators who promote VQA wines through education and/or promotion.

The Experts' Tasting has become a key educational feature of the Cuvée weekend. The best Ontario VQA wines are pre-judged and chosen for their tasting suitability to demonstrate a theme. The theme for this year's Experts' Tasting was "Does place matter? Exploring Ontario's single vineyard and sub-appellation wines."

This year more than 125 guests tasted, swished and expectorated the 33 wines presented over five flights.

For a complete listing of the wines presented go to: <a href="www.brocku.ca/ccovi">www.brocku.ca/ccovi</a> "Experts' Tasting".

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