

# **BROCK UNIVERSITY**

## **MEDIA RELEASE**

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Cool Climate Oenology & Viticulture Institute, Brock University  
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### **Industry advocates recognized at awards event**

Six individuals of varying backgrounds but with the same passion for Ontario wines have been singled out at the 2011 VQA Promoters Awards.

Since 2006, Promote the Promoters Awards have recognized individuals for their outstanding achievements and contributions in the promotion of VQA wines. This year we are also celebrating a name change to the VQA Promoters Awards which better reflects the event's direct alignment to VQA - Ontario's Wine Authority.

"The new name for the awards is a great reflection on the role the VQA plays in defining our wines of origin," said Laurie Macdonald, VQA Ontario Executive Director. "We're pleased to support an initiative that acknowledges those that work hard to raise the profile and understanding of VQA, our appellations and our wines."

The awards were announced on March 5 during the Experts' Tasting. Each year, this educational component of the Cuvée weekend is hosted by Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI).

The 2011 VQA Promoters Awards winners, in their respective categories, are:

- Media: Suresh Doss, food writer and publisher of the website Spotlight Toronto, who has been instrumental in promoting VQA wines especially through social media.
- LCBO: Orest Poluch, a LCBO product consultant in Guelph, ON works tirelessly on promoting Ontario VQA wines to his clientele.
- Hospitality: Jeremy Day, owner of Toronto's Café Taste, which serves a wide selection of VQA wines focusing on the most unique wines this province has to offer.
- Education: Christopher Waters, editor of Vines Magazine and continuing education educator at Brock University, who has a knack for sharing his knowledge of VQA wines in interesting ways and in real life settings.
- Promoter at Large: Bill Redelmeier, owner of Niagara-based Southbrook Vineyards, who has put Ontario VQA Chardonnay on the map through his organization of The Seriously Cool Chardonnay tasting in London, UK.
- Lifetime Achievement: Billy Munnelly, wine writer who for the past 20 years devoted himself to educating the public about Ontario wines in practical ways.

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