

Media release

Cool Climate Oenology and Viticulture Institute (CCOVI)

FOR IMMEDIATE RELEASE Nov. 27, 2007

Another successful wine challenge

With taste buds primed, more than 200 contenders quenched their thirst for competition recently in the 2007 Wine Tasting Challenge, organized by CCOVI at the Toronto Four Seasons.

Wine professionals, Brock students, wine enthusiasts and members of the national media, including the CBC and the Globe and Mail, were on hand at the event.

Isabelle Lesschaeve, Director of CCOVI, explains CCOVI's role in the Challenge. "As the organizing and auditing body of this ever growing wine competition, CCOVI ensures stringency and fairness in the results."

In its fourth year, with a prize purse of more than \$120,000, the contest is the largest of its type in the world. Winners of the Challenge will be announced in the January issue of Toronto Life.

For more information on the Challenge and the complete list of wines served in the 2007 contest, please visit: www.winetastingchallenge.com

CONTACTS:

Isabelle Lesschaeve CCOVI Director (905) 688-5550, ext. 4716 ilesschaeve@brocku.ca James Cooper CCOVI Communications Officer (905) 688-5550, ext. 5222 james.cooper@brocku.ca