



Public Service Announcement

Cool Climate Oenology and
Viticulture Institute (CCOVI)



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For Immediate Release

Re: 3rd Annual Wine Tasting Challenge a New High

Over 200 eager wine professionals, sommeliers, grape and wine studies students and wine enthusiasts registered to take the Wine Tasting Challenge held in the Air Canada Club of the Air Canada Centre. With well over \$80,000 in cash and prizes to be won, the “test wine” identity was closely guarded and the contest procedures were strict. Again, as the administrating, auditing and organizing body of the Wine Tasting Challenge, CCOVI was proud to ensure a fair contest.

As the largest contest of its type in the world, the Wine Tasting Challenge was proud to swell its purse for the 2006 competition, three-fold over the previous year to the record \$80,000 plus. No other competition in the world comes close to the prize money handed out by the Wine Tasting Challenge. Generous sponsors such as the founding Via Allegro Ristorante, CCOVI – Brock University, Spiegelau and Toronto Life were happy to help once again. Important continuing supporters like the Air Canada Centre, Diageo, B&W Wines, Vincor International, and Henry of Pelham Family Estate Winery were instrumental in securing a great prize package. New to the ranks of our generous supporters was Antinori offering 5 days of wine touring and food in Tuscany staying at the personal homes and restored castles of the Antinori family. This is truly a priceless first place award. Joining the team were also the Fairmont Royal York, the Fairmont Banff Springs Hotel, Wine Regions of Ontario Magazine, the LCBO and Maxxium Canada. We were also honoured with our continuing restaurant supporters; Ruth’s Chris Steak House, Hy’s Steak House, Oliver and Bonacini, Niagara Street Café, North 44 and Savoy. Other unique supporters include The Performance Health Centre.

Contestants may enter as a professional or as an amateur. There are no entry fees and everyone is welcome. This event is all about the healthy spirit of competition. With that noble intent, the presenter, The Renaissance Project does not keep nor publish any individual scores. Only the winners and runner-ups for each of the four categories are announced. With the wines presented ‘double blind’ (purchased and pre-poured out of sight by “bonded” representatives from CCOVI-Brock University) the “challenge” is to correctly identify the grape varietal(s), country, region of origin and vintage from a diverse range of world wines. In the traditional rounds the professionals try to identify seven wines while the amateurs attempt to identify three wines.

New to the 2006 competition was a special CCOVI-VQA Round and a Spirits Round. Once a contestant completed the challenge they were invited to an adjoining “fellowship of food” to celebrate and enjoy the “post game” and possibly compare notes.

As is the custom, winners in each of the categories for the Challenge will be announced for the first time and exclusively in Toronto Life’s next available issue.

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