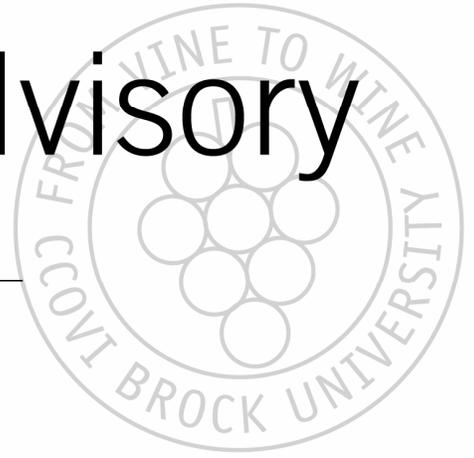




Media Advisory

Cool Climate Oenology and
Viticulture Institute (CCOVI)



March 20, 2007

For Immediate Release

Brock University – CCOVI Gives the Annual Nod to VQA Wine Promotion Excellence

Once again, four individuals have been singled out for their tireless efforts in promoting Vintners Quality Alliance (VQA) wines. It was just over a year and a half ago that this concept of recognising excellence in individuals who highlight 100% Ontario grown wines as part of their daily wine careers was born.

The “Promoting the Promoters Awards” are given annually at the Cool Climate Oenology and Viticulture Institute’s (CCOVI) Experts’ Tasting held on Cuvée weekend (first weekend in March). The Cuvée Weekend, consisting of the Cuvée Gala, the Cuvée Awards, and Cuvée en Route, is a red carpet celebration of the best of Ontario wine and food in the heart of Niagara wine country.

The Promoting the Promoters Awards are designed to recognize individuals who have consistently promoted VQA wines through education and/or promotion in the areas of Retail (LCBO Product Consultant), Hospitality, Media and VIP. Category candidates are gathered through an open call for nominations. At the close of the nomination process a grape and wine industry panel is struck and puts forth the four award winners. It should be noted that all rules and regulations for the awards and all final decisions on award recipients falls under the auspices of CCOVI.

The honourees for 2007 are:

Retail (LCBO Product Consultant)

~ **Carol Davies**, Fairview LCBO, St. Catharines, Ontario

Hospitality

~ **Zoltan Szabo**, Sommelier

Media

~ **Konrad Ejbich**, Wine Writer and Broadcaster

VIP

~ **Dr. Donald Ziraldo**, co-founder of Inniskillin Wines

To view more on the Promote the Promoters Awards and on the Experts’ Tasting please visit <http://www.brocku.ca/ccovi/pages/experts/>

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