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For Immediate Release

Renowned International Viticultural and Wine Consultant to Speak at Brock University

Once again the Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University is presenting the free Triggs International Premium Vinifera Lecture Series at CCOVI to the grape and wine industry and the interested public. This will be the fourth annual series and it will feature **Alain Sutre**, Viticultural and Winemaking Consultant from Bordeaux, France.

Alain was raised on the family vineyard in Bordeaux, was educated in engineering, viticulture, oenology and business, practiced in the grape and wine industry and opened his own consulting business, Ertus Consulting in 2000. Given his diverse background it is not a surprise that Alain likes to take the comprehensive approach to problems, focusing on the true source of the challenge as opposed to treating a symptom. Alain will utilize this approach in his very valuable message to the Ontario grape and wine industry on August 29th and 30th.

In keeping with the popular format of past years, the talks will begin on Wednesday, August 29th with the up-close-and-personal Vineyard Visits and Technical Workshops. This popular tour of four vineyard sites across the Niagara Peninsula is open to all and will feature such “hands-on” subjects as dealing with multiple soil types within a vineyard, vigour issues and pruning strategies, Niagara terroir and quality grape production. On the following day Alain will host a workshop for the Brock community and will give a free public lecture, Optimizing Vineyard Performance - The Road to the Future, at Brock starting at 7:30pm. Again, admission is free but RSVP is required at ccovi@brocku.ca.

Alain’s team at Ertus Consulting concentrates on global grape and wine industry issues and oversees many estates in Bordeaux and internationally especially within Ontario and British Columbia. . Alain stated, “I am very honoured to be this year’s guest speaker. I have enjoyed visiting Niagara on a regular basis since 2001 and have seen significant improvements in the production of premium wines. I am delighted to be able to share my experiences with the local grape and wine industry, the Brock community and the public through the Triggs Lecture Series events. I look forward to very fruitful exchanges.”

This lecture series was created and endowed by Donald and Elaine Triggs through CCOVI – Brock University to ensure that leading international vinifera experts were brought to Ontario on an annual basis to serve the local industry and interested public on key issues of the day. This year’s event program is available on line at www.brocku.ca/ccovi.

For any further inquiries please contact Isabelle Lesschaeve, Director, CCOVI - Brock University. 905-688-5550 ex. 4716 ilesschaeve@brocku.ca.