



**Brock
University**



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Winter Issue

Funding opens new era for industry outreach



From left to right: Jack Lightstone, Brock President; Debbie Inglis, CCOVI Director; Rick Dykstra, Member of Parliament (St. Catharines); Matthias Oppenlaender, Vice-Chair of the Grape Growers of Ontario Board of Directors and Chair of Ontario Grape and Wine Research Inc.; Debbie Zimmerman, CEO of the Grape Growers of Ontario; Michael Metson, Science and Innovation Coordinator, Ontario Regional Office, Agriculture and Agri-Food Canada.

CCOVI's ability to support Canada's grape growers and wineries got a big boost on Dec. 16 with major funding to hire two scientists who will work largely on industry priorities.

Federal government officials visited Brock University to announce that the Grape Growers of Ontario and Brock University's Cool Climate Oenology and Viticulture Institute will receive up to \$1.9 million to fund new research that will directly support the grape and wine industries.

St. Catharines MP Rick Dykstra, speaking on behalf of Agriculture and Agri-Food Canada Minister Gerry Ritz, said \$1.45 million, or 75 per cent of the money, will come from the federal Developing Innovative Agri-Products program, which

supports industry-led science and technology projects that help make Canada's agriculture sector more innovative and competitive. The remaining money will come from industry.

CCOVI Director Debbie Inglis said the funding will allow for the hiring of a Viticulturist specialized in grapevine cold hardiness and an Oenologist specialized in grape and wine flavor chemistry. Their time will be split between applied research addressing industry priorities and outreach activities to promote technology and knowledge transfer of research at CCOVI.

Additional outreach programs will also be developed, such as lab services, using the infrastructure at CCOVI that was built in partnership with the industry.

CCOVI Director Debbie Inglis said, "In consultation with wineries and growers, we will develop outreach programs based on industry priorities. If sudden issues occur, CCOVI will now have resources to work with industry, extension specialists and consultants as soon as these issues arise, and work toward solutions at an accelerated pace." ■

Students for hire

Recruit our students in the Oenology and Viticulture program at Brock University who are skilled in winemaking, viticulture and wine business. To have a position posted for our students, call 905-688-5550, ext. 4949 or e-mail: jennifer.roberts@brocku.ca

Register now for great courses in continuing education at CCOVI

OEVI 0N06 – WSET Level 2: Intermediate Certificate in Wines & Spirits

Wednesdays at 6 p.m. starting April 7 (9 weeks)

Geared to those employed in the beverage industry or anyone wishing to broaden their knowledge of wine and spirits in a structured way.

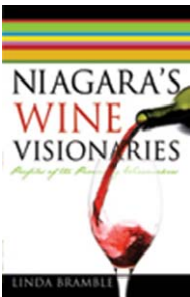
Contact: Barb Tatarnic
905-688-5550 ext. 4652 or
ccovi@brocku.ca



For a complete list of courses or to register online go to brocku.ca/ccovi then click on Continuing Education.

CCOVI has been offering quality continuing education to the industry and the public since 1997.

Bramble's new book honours Niagara wine pioneers



Linda Bramble, well-known wine writer and CCOVI Professional Affiliate, launched a new book

last fall celebrating Niagara's wine industry. *Niagara's Wine Visionaries: Profiles of the Pioneering Winemakers* is based on more than 200 interviews over a span of more than three years.

The 224-page book relates the history of the Ontario wine industry with a focus on the last four decades. The story is told chronologically through the lives of nine individuals

who shaped the specific decade of which they were a part.

Some of the profiles include Inniskillin Founders Donald Ziraldo and Karl Kaiser, who were crucial to the Niagara Icewine industry.

"The hard work and dedication of these pioneers fashioned an Ontario wine industry that is today vibrant and innovative," says Bramble. "These individuals made a mark on the industry that is worth documenting."

Niagara's Wine Visionaries: Profiles of the Pioneering Winemakers is published by James Lorimer & Company and sells for \$29.95. ■

Not just a "science" institute



On Tuesday, Dec. 1 more than 50 people visited Inniskillin Hall at Brock University to see why CCOVI is so much more than a "science" institute.

CCOVI started grounded in the sciences but with the recent expansion across all faculties within the university, the research team can now effectively tackle priority issues across the entire grape and wine value chain.

During the event, CCOVI Director Debbie Inglis and Brock's Vice President Research Liette Vasseur

recognized nine newly appointed CCOVI Fellows and Professional Affiliates.

University President Jack Lightstone presented an original oil painting depicting a bottle of Inniskillin Vidal Icewine. The canvas was commissioned by Canadian business legend Gerald Schwartz and donated to wine mogul Donald Ziraldo, who in turn donated it to CCOVI.

The event concluded with guided tours of Inniskillin Hall, the Canadian Wine Library and the teaching winery. ■

Top students to attend Cuvée

Niagara Community Foundation announced that the top ten students from the Oenology and Viticulture (OEVI) program at Brock University will attend the Cuvée Gala this February through the generous sponsorship of the Grape Growers of Ontario. Congratulations to our top ten students on their accomplishments and thank you to the Grape Growers of Ontario for this opportunity and recognition.

CUVÉE
2010

Research Q&A

The two logics that guide positioning strategies for Ontario wineries



Dirk De Clercq, recently appointed CCOVI Fellow, is one of the investigators of a

study on strategies used by wineries when promoting new wines. He is an Associate Professor of Management at Brock University. The research team includes Maxim Voronov (CCOVI Fellow) and C.R. (Bob) Hinings (University of Alberta).

What must wineries be aware of when targeting different audiences?

There are two logics that drive the wine industry. Artistic logic focuses on establishing artistic acclaim. According to this logic, winemaking takes place relatively independently of market demand — in essence “art for art’s sake”.

Commercial logic refers to commercial and profit oriented production that is driven by market demand. In developing and implementing strategies, wineries must strike the right balance in complying with both logics.

How do you comply with two logics?

Wineries emphasize one logic to some individuals (e.g. artistic logic to wine writers, and commercial logic to casual consumers) or both logics to others (e.g. sommeliers).

For instance wine writers,

who typically seek evidence that a winery is committed to producing terroir-based wines, respond better to artistic logic.

Whereas sommeliers are more complex, wanting to know not only how artistic and distinctive a particular wine is, but also that it will sell well.

Wineries must take care not to compromise their reputation with one group while trying to satisfy another.

For example, having wines on the LCBO general list may seem too commercial for connoisseurs who prefer exclusive, rare wines.

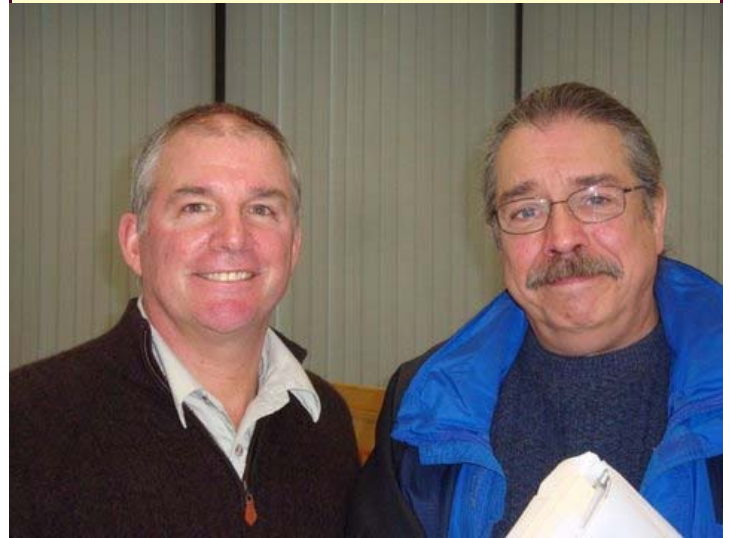
Therefore wineries often try to conceal practices that may convey commercialism to such consumers, even avoiding showing production facilities on winery tours because they may look too industrial.

How do you create an advantage when you’re dealing with two logics?

Wineries create a competitive edge by emphasizing their superiority in the logic that highlights their strengths, and avoiding the logic that draws attention to their weaknesses.

When you emphasize to connoisseurs that your wines are more terroir-driven — more artistic — than those of competitors, you distance yourself from what connoisseurs see as the commercial behaviour of others. ■

PhD harvested in grape and wine Educational Studies



Kevin Ker, right and his PhD supervisor, Dr. Michael Kompf.

Kevin Ker, a CCOVI Professional Affiliate, graduated from the joint Doctoral program in Educational Studies from the Faculty of Education at Brock University.

This joint program is part of a multi-university agreement between the University of Windsor, Lakehead University and Brock University to offer students a PhD degree in Education at one of these institutions. The degree is granted by the university where the student did his/her studies.

Ker defended his PhD thesis on Jan. 8. His dissertation was entitled, “A case study investigation of the learning needs of the Niagara grape and wine community”.

This document could be used in helping develop new outreach programs financed by the new funding through CCOVI for

the grape and wine industry (see article on page 1).

Ker defended his thesis before Examining Committee members: Marilyn Rose, Chair, Dean of Graduate Studies, Brock University; Terence Bates, External Examiner, Faculty of Horticultural Sciences, Cornell University; Chelsea Willness, Internal Examiner, Faculty of Business, Brock University; Michael Kompf, Supervisor, Faculty of Education, Brock University; Joe Engemann, Committee Member, Faculty of Education, Brock University; and Ron Hansen, Committee Member, Faculty of Education, University of Western Ontario.

CCOVI and Brock University congratulate Ker for all his years of hard work and diligence in completing his PhD. ■

CCOVI Briefs

OENOLOGY

• Ellen L. Robb, Paul Zelisko and Jeffrey A. Stuart presented “MnSOD plays an important role in resveratrol’s biological effects” at the Society for Free Radical Biology and Medicine Annual Conference in San Francisco in Nov. 2009

• Ellen L. Robb, Paul Zelisko and Jeffrey A. Stuart presented “Polyphenols: resveratrol targets the mitochondrial antioxidant enzyme manganese superoxide dismutase and increases cellular stress resistance. Polyphenols in human health” in Harrogate, UK in Dec. 2009.

BUSINESS

• Peter Roberts presented the working paper entitled “Network progeny? Pre-founding social ties and new entrant success in emerging regions” (co-authored with Adina D. Sterling) at Duke University and University of Toronto business schools in Oct. 2009.

• Mantonakis, A., P. Rodero, I. Lesschaeve, and R. Hastie. Oct. 2009. “Order in choice: effects of serial position on preferences,” North America Association for Consumer Research Conference, Pittsburgh, PA.

• Mantonakis, A., N. Schwartz, A. Wudarczywski, and C. Yoon. Oct. 2009. “How the numbers in your rating scale influence taste perception and willingness to pay,” North American Association for Consumer Research Conference, Pittsburgh, PA.

• Wudarczywski, A., A. Mantonakis, D.M. Bernstein, S. Clifasefi, and E.F. Loftus. Nov. 2009. “False past experience can shape current preferences,” Annual Meeting of the Society for Judgment and Decision Making, Boston, MA.

Publications

BUSINESS

• De Clercq, D., and M. Voronov. 2009. The role of domination in newcomers’ legitimation as entrepreneurs. *Organization*, 16(6): 799-827.

• Mantonakis, A., P. Rodero, I. Lesschaeve, and R. Hastie. 2009. Order in choice: effects of serial position on preferences. *Psychological Science*, 20(11): 1309-1312.

2010 CCOVI 3rd Annual Lecture Series

Starting Feb. 1 through May, the CCOVI Lecture Series are back.

Featuring talks by CCOVI Fellows and Professional Affiliates.

Visit brocku.ca/ccovi “CCOVI Events” for more information. **Admission is FREE!**

Karl Kaiser

Co-founder, Inniskillin Wines

Date: Monday, Feb. 1 at 3 p.m.

Location: H313

Topic: Controlling reductive wine aromas

Linda Bramble

Wine writer, author, educator

Date: Monday, March 15 at 3 p.m.

Location: H313

Topic: VQA — The real story

Janet Dorozynski

Global Practice Lead, Foreign Affairs and International Trade

Date: Monday, Feb. 22 at 3 p.m.

Location: Southbrook Vineyards,

581 Niagara Stone Rd, NOTL

Topic: You make wine in Canada?

Canadian wine in the global marketplace: success and challenges to date

Assistant Professor Antonia Mantonakis

Marketing, Brock University

Date: Monday, March 22 at 3 p.m.

Location: H313

Topic: Consumer behavior

Kevin Ker

Biological Sciences, Brock University

Date: Monday, March 29 at 3 p.m.

Location: H313

Topic: Penglai, China — The rapidly developing wine region in China

Associate Professor Jeffrey Stuart

Biological Sciences, Brock University

Date: Monday, March 1 at 3 p.m.

Location: H313

Topic: Activities of the red wine polyphenol resveratrol

Adjunct Professor Wendy McFadden-Smith

Biological Sciences, Brock University/ OMAFRA

Date: Monday, April 12 at 3 p.m.

Location: H313

Topic: New initiatives in the management of grape sour rot

Daryl Somers

Research Chair, Molecular Breeding and Biotechnology, Vineland Research and Innovation Centre

Date: Monday, March 8 at 3 p.m.

Location: H313

Topic: Accelerated grape breeding

Visit brocku.ca/ccovi “CCOVI Events” for a list of additional lectures.

The Wine Tasting Challenge

On Nov. 23, over 250 competitors celebrated their passion for fine wine and spirits at the Four Seasons Hotel in Toronto. Congratulations to all our winners! Go to winetastingchallenge.com for a list of sponsors and prizes.

Professional Round

1. Zoltan Szabo
2. Eric Gennaro
3. Will Predhomme

CCOVI/VQA Round

Rene Van Ede

Amateur Round

1. Livio Di Nello
2. David Wright
3. Carly Gillham

Spirit Round

Lesley Provost & Martin Zikmund (tie)

CCOVI *News* is a publication of the **Cool Climate Oenology and Viticulture Institute** at Brock University. The newsletter is produced quarterly. CCOVI is located at Inniskillin Hall, Brock University, 500 Glenridge Ave., St. Catharines, Ont., Canada, L2S 3A1. Tel: 905-688-5550, ext. 4471
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