

# BROCK UNIVERSITY

## MEDIA RELEASE

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Cool Climate Oenology & Viticulture Institute, Brock University  
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### CCOVI Lecture Series returns to share grape and wine knowledge

It's a new year, and the 2012 Lecture Series presented by Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI) launches this month with a new season of talks from a dozen noted researchers and wine industry experts.

Open to professionals and the public alike, the research presented in these lectures is a valuable resource for grape growers and winemakers, the findings of which are applied to industry use in Niagara, across Canada and internationally.

This fifth annual lecture series will build off the momentum of previous seasons, giving audiences an opportunity to enhance their grasp of issues facing the industry. Wide-ranging topics this year include methods of reducing acid in wine; how a wine's name can influence consumer behavior and an update on the anti-cancer effects of resveratrol.

Debbie Inglis, Director of CCOVI, said the series remains the only one of its kind in Canada.

"We are pleased to work with our speakers to help make this happen," said Inglis. "It's an excellent way for CCOVI to share significant information and at the same time offer innovative outreach services that benefit the grape and wine industry."

The lectures take place Wednesday afternoons, starting Jan. 18 and running to mid-April. All sessions start at 3 pm in room H313 of the Mackenzie Chown complex at Brock. Admission is free.

The lectures will also be webcast live on [www.brocku.ca/ccovi](http://www.brocku.ca/ccovi) at the scheduled presentation time. Last year's series drew web viewers from around North America and as far away as Europe.

#### Schedule for the 2012 CCOVI Lecture Series

- **January 18:** George Kotseridis, CCOVI Staff Scientist, Oenologist, Brock University  
*"Targeting wine balance using biological deacidification methods and by monitoring polyphenolic maturity"*
- **January 25:** Karl Kaiser, CCOVI Professional Affiliate, Co-founder Inskillin wines, Winemaker and Consultant  
*"Chemical deacidifications in winemaking"*
- **February 8:** Antonia Mantonakis, CCOVI Fellow, Assistant Professor of Marketing, Brock University  
*"Does a wine's name influence consumer taste perception?"*

- **February 15:** Don Cyr, CCOVI Fellow, Associate Professor of Finance, Brock University, *"A cost-benefit analysis of entering and exiting vineyard operations in Niagara: 1997-2010"*
- **February 29:** Kevin Ker, CCOVI Professional Affiliate, Industry Consultant in vineyard management, KCMS Applied Research and Consulting *"How growing season weather patterns affect vine hardiness"*
- **March 7:** Vincenzo DeLuca, CCOVI Fellow, Professor of Biological Sciences, Brock University *"Icewine grapes are biochemically active between September and Harvest"*
- **March 14:** Wendy McFadden-Smith, CCOVI Professional Affiliate, Tender Fruit and Grape Integrated Pest Management Specialist, Ontario Ministry of Agriculture, Food and Rural Affairs *"What we've learned about sour rot: an update on research"*
- **March 21:** Ralph Brown, CCOVI Fellow, Professor, School of Engineering, University of Guelph *"New tools to fine-tune quality harvests"*
- **March 28:** Jim Willwerth, CCOVI Staff Scientist, Viticulturist, Brock University *"Beating the cold: Best viticulture practices to maximize hardiness"*
- **April 4:** George van der Merwe, CCOVI Fellow, Professor of Molecular & Cellular Biology, University of Guelph *"Getting started: Adaptation of wine yeast to early fermentation stress"*
- **April 11:** Andy Reynolds, CCOVI Researcher, Professor of Biological Sciences, Brock University *"New adventures in vineyard geomatics"*
- **April 18:** Jeffrey Stuart, CCOVI Fellow, Associate Professor of Biological Sciences, Brock University *"Investigating resveratrol's anti-cancer and neuroprotective effects"*

Parking is available in Lot E at a rate of \$2.50 per hour.

For more information, to watch live webcasts of the lectures and for archived videos of past presentations, go to [www.brocku.ca/ccovi](http://www.brocku.ca/ccovi).

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