

BROCK UNIVERSITY

MEDIA RELEASE

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Cool Climate Oenology & Viticulture Institute, Brock University
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VQA Promoters' Awards recognize dedication

Four individuals have been recognized for their outstanding achievements and contributions in the promotion of VQA wine at the 2012 VQA Promoters' Awards.

Since 2006, the awards have recognized individuals who consistently promote VQA wines through education and/or promotion in various areas such as retail, hospitality, media, education, Promoter-at-Large and Lifetime Achievement.

The awards were announced Saturday, March 3 at the Experts' Tasting, hosted by Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI). The awards are meant to celebrate promoters of VQA wines at a gathering of their peers and in front of representatives of the wine industry that benefits from their efforts. The Experts' Tasting is celebrating 23 years of wine education to the industry.

"VQA Ontario congratulates CCOVI on the Experts' Tasting and VQA Promoters' Awards," said Laurie Macdonald, Executive Director of VQAO. "The Experts' Tasting plays an important role to increase awareness of VQA appellations and the wines that come from these distinct terroirs, and the Promoters' Awards recognize the unique individuals who promote them."

The 2012 winners in each category are:

- **LCBO:** Astrid Brummer, Ontario Wines Product Manager. Her breadth of understanding, dedication to product knowledge and commitment to academic pursuits make her an expert on the local wine scene.
- **Hospitality:** John Maxwell and Allen's on the Danforth, Toronto. Promoting VQA wines for more than 30 years, he prides his restaurant on serving exclusively Ontario VQA wines.
- **Promoter-at-Large:** Angelo Pavan, Vice-President and Winemaker at Cave Spring Cellars, Jordan Village. A tireless promoter of the Ontario industry for more than 25 years, he maintains an active role in support of industry initiatives, including the last two successful Riesling Experience conferences and as a committee member and Chair of the Standards Development Committee of the VQAO.
- **Lifetime Achievement:** Ken Douglas, co-founder of Cuvée, original legal counsel for setting up the VQA, founder of 13th Street Winery in St. Catharines. He has spent much of the last 30 years helping to develop and promote VQA wines and also assisted in the establishment of the Canadian Wine Library at Brock University.

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