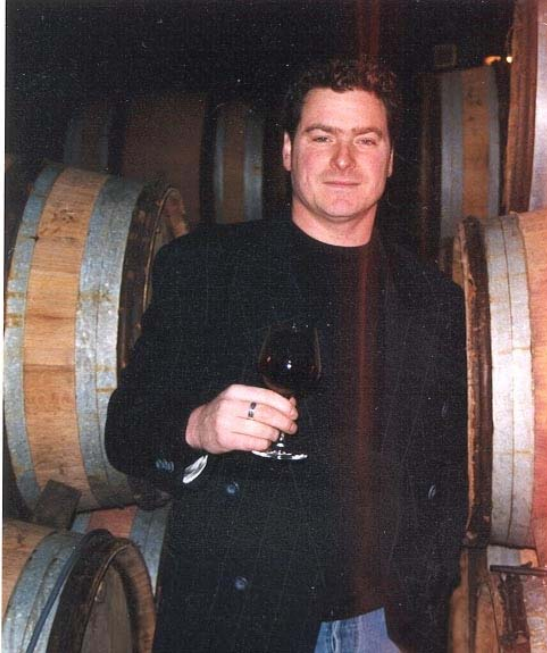




***You are cordially invited to attend ...***



The Triggs International Premium Vinifera Lecture Series  
at the Cool Climate Oenology & Viticulture Institute presents,

## **Pascal Marchand**

**Regisseur du Domaine / Estate Manager  
Domaine de la Vougeraie, France**

### **Understanding Pinot Noir via Terroir**

**Monday, November 22, 2004**

**7:30 p.m.**

**Sean O'Sullivan Theatre  
Brock University**

**A special tasting of selected Pinot Noirs  
will be offered at Intermission**

**Admission is FREE**

**but RSVP is required to reserve your place:  
905-688-5550, ext. 4652 or email: [ccovi@brocku.ca](mailto:ccovi@brocku.ca)**

Every well-known vinifera grape varietal on the planet has its followers, but perhaps Pinot Noir has the most passionate of all, join us for the inaugural Triggs International Premium Vinifera Lecture Series at CCOVI.

Pascal Marchand, native to Montreal transplanted to Burgundy, has always had a passion for wine but especially for Pinot Noir, a noble and one of the oldest varieties to be cultivated for the purpose of wine. He will share his views on why Pinot Noir is particularly well-suited to the Niagara Region, how the future of the grape is closely tied to the concept of terroir, and the originality and unique quality of the wines this grape is capable of producing. Pascal has spent the last twenty years growing and making Pinot Noir in Burgundy and around the world and will speak as to how this varietal inspires such passion that drives people to great lengths in the vineyard and winery in the hopes that the wine will best express their vineyard in the bottle.

Come and join us for an evening of education and discovery as we delve into the belief that terroir is not merely a marketing term but that Pinot Noir has the ability to express the vineyard plot where it was grown. And lastly, that this theory can not only be proven but be improved upon by becoming a better steward of the land, a better farmer and a less-interventionist winemaker.  
(The lecture will also include a tasting of 3 different Pinot Noirs from around the world.)

The Triggs International Premium Vinifera Lecture Series at CCOVI was created to bring a leading international speaker to present a public lecture on key issues related to premium vinifera.

# **Brock University**