

# **BROCK UNIVERSITY**

## **MEDIA RELEASE**

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Cool Climate Oenology & Viticulture Institute, Brock University

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### **Penglai China - The unknown world wine giant**

In a public lecture on May 31, Cool Climate Oenology and Viticulture Institute (CCOVI) Professional Affiliate Dr. Kevin Ker will examine the burgeoning wine industry of China, its potential for exports, and what it means to other wine-producing regions around the world.

As part of the third annual lecture series by Brock University's CCOVI, Ker – who is also an industry consultant in vineyard management – will discuss his travels to Penglai, China and his observations of what is now the world's fifth largest wine producing nation.

China has been undergoing massive vineyard and winery industry expansion to try and satisfy the demands of a large and growing domestic market. How are they moving forward? What is the future of this area of China that considers itself as one of the "seven wine coasts" of the world? And how is the Canadian wine industry being affected by this new wine producer?

The answers to these questions and more will be revealed at the lecture.

Penglai is located in the Shandong province and is a premium wine region producing over 100,000 tonnes of grapes annually, more than two times the volume of grapes produced in Ontario. There are 50 wineries in the region with two to three new wineries being added each year. Some upscale wines retail for an astonishing C\$200-300 per bottle, however the majority of wines produced within China retail for C\$4-6 per bottle. How are they doing this?

A few facts on the region:

- China is #4 in world grape production
- China is #5 in world wine production
- China is #6 in world wine consumption
- Chinese wine consumption is projected to increase by 30% from 2009 to 2013
- Imported wines only make up 15% of the market revenues - domestic wines have an amazing 85% market share

Dr. Kevin Ker's lecture will take place on Monday May 31 at 3 p.m. EST in Mackenzie Chown Complex, Room H313 at Brock University.

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