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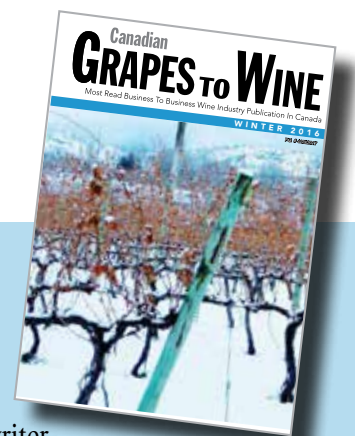
ON THE COVER

Winter In The Vineyard

Photo by Judy Bishop.

Judy Bishop - The Travelling Eye is a veteran photographer, world traveler, writer and technology marketer.

Judy Bishop has been a Getty Images photographer since 2007. She provides quality corporate and personal photographic services to select clients, and photographs our covers. Judy is applying her deep knowledge of oenology and the Okanagan Valley to a multi-year photo project in collaboration with one of Canada's leading wine writers, she is capturing images for a book about the "four seasons of the Okanagan wine industry", to be published in the not too-distant future. Judy is based in Vancouver and Kelowna BC. (travellingeye@judybishop.ca)



Expanding the Definition



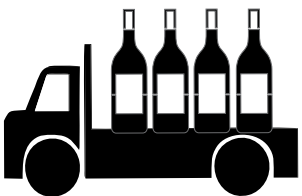
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Chelsey Peterson

Chelsey Peterson is the winemaker and technical sales representative at Cellar-Tek Supplies. After earning her degree in Oenology and Viticulture and working in wine production in BC, Ontario, New Zealand and Australia; Chelsey joined the Cellar-Tek team in November 2015 and represents Laffort and AEB as well as the Francois Freres, Saury, and Charlois cooperages.

AGING WHITE AND RED WINES: TIPS AND TOOLS

When I think of some of the great wineries I have visited and wines

I have tried, the common thread between them is the intention to produce the best quality crop in the vineyard and to nurture the juice and wine with minimal input which creates these expressive, engaging wines I have come to love. But we certainly don't live in a perfect winemaking world and often times intervention in the natural winemaking process can elevate the potential of a wine during aging. There are a variety of tools in the winemaker's belt when guiding a wine through aging and finishing that range from cellar techniques to the addition of winemaking products. A few concepts in white and red wine aging will be discussed here.



WHITE WINE AGING

Upon completion of alcoholic fermentation, most white wine is destined for bottling in the following 3-12 months. Certain techniques have been developed to elevate these wines during the shorter aging period and protect the delicate aromatic expression hard fought for during the vintage. Two practices that can have significant impacts on wine expression and structure are aromatic protection and optimization, and lees aging.

PROTECTING AND OPTIMIZING AROMATICS

Yeast rehydration nutrition and fermentation nutrition optimize yeast aromatic potential and limit the risks of off odours in white wine making. These starting blocks of aromatic expression are instrumental in producing aromatic, expressive white wines that will maintain their aromatic intensity well into bottling. In addition to proper nutrition, other tools can be utilized such as glutathione based products and Beta-Glucosidase enzymes.

Glutathione based products: Fermol Glutaferm 1, Fresharom, Elevage Glu

Glutathione (GSH) is a tripeptide thiol consisting of L-glutamate, L-cysteine, and glycine responsible for protection against oxidative stress that is naturally present in a wide range of species including grapes and yeast. In plant cells GSH play a major role in redox control, detoxification, and sulfur metabolism. In yeast metabolism, GSM is indicated in stress response mechanisms including sulfur and nitrogen depletion, oxidative stress, and detox of heavy metals.

In winemaking, this versatile compound is utilized for its role in the following:

- Limiting oxidative colouration in grape juice and wine
- protective effect on volatile thiols, esters and terpenes
- impeding development of atypical ageing flavours

Ways to maximize GSH concentrations in juice and wine:

- whole cluster harvesting
- reductive juice handling
- limit excessive press operations
- limit skin contact time
- choose GSH producing yeast strain (Glutaferm 1, Arome Plus)
- maintain adequate nutrition levels during fermentation
- supplement juice with Glutathione containing products (Fresharom, Elevage Glu)
- limit oxygen throughout process

There is a complex and variable nature to Glutathione activity during fermentation but recent research shows that at certain stages GSH is taken up by the yeast cells and at other stages it is secreted by the yeast cells. These fluctuations depend on the initial content of GSH in the must and the yeast strain. There are certain yeast strains (AEB's Glutaferm 1 or Arome Plus for example) that are selected for high GSH production and secretion adding another tool in protecting aromatics. Fresharom is a yeast autolysate product high in glutathione concentrations intended for use in the first third of fermentation to further protect delicate aromatics and reduce the need for sulfur during aging. Elevage Glu is another yeast autolysate product intended for oxidation protection during aging and to improve mid palate structure.

Beta glucosidase enzymes: Lafazym arom, Endozym B-Split

Most of the terpene, norisoprenoid and thiol flavor-aroma compounds in aromatic white and rose wines are bound to sugars in a non-volatile state which are considered glycosylated. These aromatic compounds can be cleaved from their sugar effectively releasing them into a volatile state by enzymes naturally present in grapes and yeast metabolism. These naturally occurring enzymes known as Beta-Glucosidases have low activity below pH 5 and are mainly removed during juice clarification therefore most volatile compounds remain bound after fermentation. Commercially developed enzyme preparations such as Lafazym Arom and Endozym B-Split are developed to be effective at wine pH and resistant to SO₂ making their use during aging ideal. These enzymes can be a powerful tool in releasing bound aromatics in varieties such as Muscat, Riesling, Gewürztraminer, Chenin Blanc, Pinot Gris, Viognier, some Chardonnays and Sauvignons and wine should be tasted continuously while the enzyme treatment is being applied. Beta glucosidases are inhibited by glucose so the addition of this enzyme is limited to post fermentation. In the case of off dry wines the dosage rate should be increased to account for the decreased activity of the enzyme in the glucose environment. desired level of aromatic release has occurred, the activity of the enzyme can be stopped with a bentonite treatment.

Continued on page 5

Winemaking Continued..

AGING ON LEES

Yeast cell walls are primarily composed of Beta-glucans and mannoproteins. The components of the yeast cell wall, particularly mannoproteins, are partially released during alcoholic fermentation and especially during on-lees aging facilitated by stirring (Batonage). This break down of the yeast cell is called autolysis. "Aging on lees" is an elevation technique historically used in Burgundy but now developed all over the world for certain white wine production. During this aging, the interaction between the wine, the lees and possibly the wood lead to a final enhancement of aroma, mouthfeel and physicochemical stability of the wines that were studied. Mannoproteins and peptides which are released contribute to long aromatic persistence and fatness in the mouth. Volatile compounds released also increase aromatic complexity. Additionally, polysaccharides released during on-lees aging (from the yeast cell wall or added post fermentation) are capable of combining with phenolic compounds in white wines diminishing yellowing during the aging period. This period of autolysis can be very slow and usually perceivable after 4-6 months of aging.

Alternative ways to accentuate the lees aging period include:

- addition of glucanase enzymes to facilitate autolysis (Extralysé, Endozym glucapec)
- addition of yeast lees substitute in the case of compromised lees (Oenolees, Batonage plus elevage)
- addition of yeasts autolysate rich in Mannoproteins (Oenolees MP, Super-Mann)

These products can be successfully implemented to help drive the style goals of the wine and elevate naturally occurring aromatics and mouthfeel.

RED WINE AGING

Red wine aging duration is highly variable according to a wine's variety, style and quality. It must be long enough to stabilize the wine, facilitate phenolic softening and oak extraction, as well as to prepare great wines for bottle aging. Two factors that can have significant impacts on red wine age ability and structure are tannin management and structure building.

TANNIN MANAGEMENT

Tannin management starts with picking decisions and impacts the wine long after bottling; supporting the aging potential of a wine. For the purposes of this article we will stick to post fermentation tannin management in terms of building the tannin profile with tannin additions or polishing the existing tannins. Tannin impact in wine generally affects the colour stability, redox balance, sensation of astringency or bitterness, structure, softness, and body. According to the type and concentration of tannins, they may produce a soft, balanced impression in the wine, or contrarily a certain aggressiveness that is either perceptible as bitterness on the end of the palate or

as astringency on the aftertaste. These outcomes are what we try to manage as winemakers in crafting a balanced, structural wine.

Endogenous vs Exogenous tannin

Endogenous (derived from grape maturation) tannin contributions vary among varieties and can be a defining trait of that variety in the case of Nebbiolo, Cabernet Sauvignon, Petit Verdot and others. These grape derived tannins are managed differently depending on variety, wine style, vintage conditions, cellar equipment, and aging program. In general, longer aged structure based wines are often extracted more vigorously to develop the aging potential of the wine by using extraction enzymes, warmer fermentation temperatures, vigorous cap management, extended macerations, and press fraction inclusion. Conversely, wines destined for shorter aging periods or more delicately styled are gently extracted by utilising cold soaking, cooler ferment temperatures, gentle cap management, and conservative maceration times. *Continued on page 6*

Cheers!



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Nikki Callaway & George Oake
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Winemaking

Despite the winemaker's best intentions, certain vintages or wines do not develop the natural tannin profile desired or are overly extracted and require polishing. This is where exogenous (not from grape maturation) tannins are a useful tool in guiding the aging of red wine.

There are three main classes of exogenous tannin: fermentation, aging and finishing. We will address the role of aging tannins here. In aging, tannins play an important role in antioxidation, colour stability, minimizing reductive odour, building structure, and impacting aromatics.

Most aging tannins are moderately polymerized tannins used to build structure, increase palate length or fill the gaps in unbalanced wines. They require at least 6 weeks of aging time to integrate properly into the wine and are comprised of proanthocyanidic, ellagic or gallic tannins from wood and grape sources. Tannin trials are a fast, impactful way to determine the potential of a tannin addition. Some great aging tannins from AEB and Laffort include Protan bois, Protan Malbec, Protan pepin oxylink, TanCor Grand cru, Tanin VR Grape, and Tanfresh.

Aging wine in oak is another tannin management tool to help build oak tannin while facilitating condensation and polymerization of grape derived tannin. Aging wine for longer periods in barrel (12-36 months) has a softening affect on uncondensed tannins as well as structural and aromatic impacts depending on the oak grain, seasoning length and location, toasting duration and temperature and age of the barrel.

In the case of excessive tannins present in a wine intended for shorter aging or delicate style there are a couple options to pursue to soften the tannin profile while the wine ages. Facilitating polymerization and condensation of tannins through micro-oxygenation is a powerful tool. In addition, utilizing certain fining products such as albumin gelatin, PVPP, and certain yeast autolysates can precipitate astringent tannins helping soften the palate if not aging the wine for longer periods.

STRUCTURE BUILDING

Aside from the structural implication of tannins, other molecules in the wine matrix contribute to the way the wine is perceived on the palate. The perception of fullness, body, sweetness and softness are similar and can be directly impacted by certain types of winemaking products and cellar techniques. maceration and skin extraction, yeast selection, lees contact and barrel aging all play a role in building structure in red wines.

Proteins, peptides and polysaccharides such as mannoproteins, Hsp 12 peptides, and gum Arabic can bind with anthocyanins and tannins to increase colour stability and decrease astringency of red wines. They contribute a roundness and volume to the palate, prevent aggregation of tannins and stabilize the colloidal matrix of a wine. Red wines are largely racked off lees for the aging period which limits the concentration of naturally present mannoproteins. Therefore, adding mannoprotein products can accentuate the autolytic characters desired during lees aging and aid in tartrate stability. Fine lees aging can also be beneficial in red wine aging to reap the mouthfeel, redox balance, and physiochemical stability benefits of yeast autolysis. Care must be taken to ensure the lees are clean when aging on them and monthly monitoring of lees aroma and taste will alert you to reduction issues and indicate when it is time to rack off the fine lees.

There are combinations of products that contain yeast autolysates, mannoproteins, gum arabic and toasted oak tannin for the structure

building of red wines during aging. These products include *Oenolees MP (Autolees)*, *Mannofeel*, *Battonage Plus Elevage*, *Battonage Plus Structure*, and *Super-Mann*.

We are happy to answer any questions you may have about white and red wine aging as well as perform trials of any of our products with you to help showcase what some of these world quality winemaking products can do. We are proud suppliers of AEB and Laffort winemaking products and have further technical information regarding any of the products discussed. You can contact Chelsey Peterson at 1-250-878-5957 or cpeterson@cellartek.com for inquiries in Western Canada and Natalie Reynolds at 1-289-696-8574 or nreynolds@cellartek.com for inquiries in Eastern Canada. *Trials always recommended when making any addition to your wines*

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Lisa Scott, M.Sc., R.P.Bio.

Lisa Scott is a Registered Professional Biologist and proprietor of Eco-Matters Consulting. Her work includes invasive species management, environmental impact assessments, habitat assessments and conservation planning. She has been the Coordinator of the Okanagan and Similkameen Invasive Species Society for 20 years. Lisa grew up in the Okanagan Valley and currently lives in Summerland with her husband and two daughters.

INVASIVE STINK BUG POSES NEW THREAT TO VINEYARDS

WHEN IT COMES TO PEST MANAGEMENT

in the vineyard, the last thing anyone wants to hear is that there's a new invader to watch out for. Unfortunately, the invasive brown marmorated stink bug is making its way into BC and Ontario and poses a threat to vegetable crops and fruit, including grapes.

The brown marmorated stink bug (BMSB), *Halyomorpha halys*, is native to Japan, Korea, Taiwan and China. It was first identified in North America in Pennsylvania in 2001. It has since spread throughout much of the continent, including the western states of California, Oregon and Washington, and the Mid-Atlantic States where it is considered a significant agricultural and nuisance pest. As of June 2016, BMSB had been detected in 43 states and two Canadian provinces.

This stink bug is an excellent hitchhiker and can be moved over large distances in shipping containers, cargo and vehicles. It has been intercepted on a wide variety of trade goods coming into Canada from infested areas, including shipments of TV monitors and poplar products from Virginia coming into BC. In Alberta, it was found in a motorhome after a trip to the eastern USA. BMSB is unquestionably on the move with recent sightings in new locations in both BC and Ontario. Staff with the BC Ministry of Agriculture are in full surveillance mode and are asking the public to keep an eye out for this pest. As with all invasive species, prevention is critical.

The first step in prevention is being able to correctly identify this particular species of stink bug. The adults are brown, 13 to 17 mm long, and can be distinguished from other brown stink bugs by the presence of distinctive white bands on the antennae and their tendency to congregate, especially in the fall when they are preparing for winter.

Adults overwinter in human-made structures such as homes and woodpiles, but in natural areas they will also overwinter in large standing dead trees. Populations tend to become established in urban areas first then spread out to nearby agricultural crops.

Adults emerge in May through June as temperatures and day length increase. Females lay numerous egg masses until late July or early August. Emergence from overwintering sites and egg-laying are staggered, resulting in the presence of multiple life stages throughout most of the growing



*It's a nymph (immature form). The brown marmorated stink bug (BMSB), *Halyomorpha halys**

season. Decreasing day length in August and September triggers movement of new adults to overwintering sites.

BMSB is well-adapted to a diversity of landscapes and does not require a specific host to facilitate establishment or spread. Patterns of dispersal between hosts during the season are not well understood and contribute to difficulties in management. The pest is highly mobile and can readily switch hosts, moving between crops throughout the growing season. Crops are at the greatest risk for injury when fruit, pods or seeds are present. Populations may build up on unmanaged woody hosts before moving into crops.

BMSB has a very broad host range that includes tree fruit, berries, grapes, vegetables, agronomic crops, ornamental trees and ornamental shrubs. Both adults and nymphs (immature forms of the bug) feed by inserting their mouthparts into the flesh of fruit or vegetables. Feeding punctures result in small dead areas on fruit, vegetables and leaves. The stink bug may damage not only grape berries, but also may cause loss of entire clusters. Stink bugs can also be a contamination issue for grapes because the presence of a few adults at crush can taint wine. To date, BMSB has been found infesting wine grapes in New Jersey, Oregon, and Virginia.

Vineyards neighboring alternative host crops and non-crop plants such as peach, apple, wheat, broadleaf maple, English holly, catalpa, tree of heaven, buckthorn and chokecherries may experience dispersal into grape crops when the alternative host is harvested or when the daylength decreases into August–October. Alternatively, if neighboring soybean or corn fields reach suitable maturation stages, BMSB has been shown to leave the vineyard into those fields.

There are several strategies that can be applied to avoid establishment of this new pest. Crops should be monitored regularly, with observers looking for tell-tale signs of injury. Any possible signs or sightings of the stink bug should be reported to your local agricultural office for verification. And if you are traveling in the USA, check your vehicle and RV before returning to Canada to ensure there are no unwanted hitchhikers.

For additional information on integrated pest management for brown marmorated stink bug in grapes, go to: <http://www.stopbmsb.org/where-is-bmsb/crop-by-crop/grapes>.



Lisa Braman

Lisa Braman is the Industry Communications Manager at the BC Wine Institute.

BUSY YEAR FOR THE WINES OF BC

Winter is a time to look back on the year that was before turning to the new year and everything it holds. Reflecting upon 2016, the BC Wine Institute (BCWI) worked passionately to champion the Wines of British Columbia across the world as the best, super premium wines.

Early in the year, the BCWI hosted the Wines of British Columbia booth at the 38th Vancouver International Wine Festival (VIWF), showcasing the two largest wine producing regions in British Columbia – the Okanagan Valley and Similkameen Valley – as well as wines from its emerging regions. More than 29,000 attendees made up of trade, media and consumers had the opportunity to take a sip through BC wine country.

“Exciting wines like the Harper’s Trail Riesling from Kamloops made an excellent impression and expanded the minds of festival attendees about the grapegrowing regions of BC,” says Kim Barnes, Marketing Director, BC Wine Institute.

The BCWI worked with the Canadian Vintners Association and other provincial associations to secure Canada as the theme region for the 2017 VIWF (Feb. 11-19) and the BCWI is excited to showcase the Wines of British Columbia during Canada’s 150th anniversary.

In March, the Wines of British Columbia joined the Wine Marketing Association of Ontario and the Wines of Nova Scotia under the Wines of Canada banner to showcase Canadian wines to the world at ProWein 2016 in Germany. This was the largest showing of both Canadian and BC wines to date. Eight wineries from BC participated and poured wines for an all trade and media audience of more than 55,000 from around the globe.

In addition to the Canadian pavilion, the Wines of Canada held daily seminars hosted by Dr. Jamie Goode. Each seminar began with an overview of Canada’s wine regions and then focused directly on one of the three regions represented at the show. “Participating in shows like ProWein positions the Wines of British Columbia on the international wine stage,” adds Barnes.

For the fourth time, the London High Commission hosted Taste Canada UK where more than 200 key trade and media attended. BC wineries poured wines for many influential wine media and trade that were in attendance,



(L-R): Michael Bartier, Bartier Bros. Vineyard & Winery; Caroline & Tim Cottrill, Robin Ridge Winery; Dr. Jamie Goode; Elaine Chukan Brown; Gavin Miller, Upper Bench Estate Winery; Taylor Whelan, CedarCreek Estate Winery; and JAK Meyer and Chris Carson, Meyer Family Vineyards.



Maggie Anderson of the BCWI representing the Wines of British Columbia at the 2016 International Cool Climate Symposium in Brighton, UK. Canada is hosting the 2020 symposium.

including Stephen Spurrier and Dr. Jamie Goode. Speaking of the acclaimed British wine critic Dr. Goode, the BCWI was pleased to host him and Jancis Robinson contributor Elaine Chukan Brown for a five-day tour of BC wine country in June.

Still in England, the Wines of British Columbia joined the Wines of Nova Scotia, the Wine Marketing Association of Ontario and the Canadian Vintners Association under the banner of Wines of Canada to promote the respective regions at the International Cool Climate Wine Symposium (ICCWS) in Brighton. Again, many key influencers were in attendance, including Jancis Robinson, Oz Clarke and Dr. Goode. BC VQA Wines were poured over the three days and showcased at the Sea Life reception.

The BCWI was part of the committee responsible for creating the successful pitch for Canada to host the 2020 ICCWS. Delegates will be invited to visit Canada’s diverse wine producing regions including British Columbia, Nova Scotia, Ontario and Quebec. With a focus on developing export markets and gaining international recognition for the Wines of British Columbia, the BCWI welcomed Debra Meiburg MW from Hong Kong to tour BC’s wine producing regions. Ms. Meiburg was also the keynote speaker at the BCWI’s Asian Markets Export Symposium where she shared her insights into the markets of Japan, Korea, Hong Kong and China.

Interest in BC wine from Asian markets is growing. In response, the BCWI, together with the Drinks Business, hosted a masterclass for trade in Hong Kong on November 9. The masterclass, moderated by Rupert Millar, managing editor of the Drinks Business Hong Kong, and Rhys Pender MW, was fully subscribed.

Turning attention to the vineyards and wineries where the Wines of British Columbia are grown and produced, BC experienced the earliest budbreak on record – a full month earlier than is typical. Given this, an early harvest was anticipated, and reports of picking started coming in on August 17.

The BCWI’s 10th annual Winemakers and Viticulturists’ Forum in late November provided an opportunity for grapegrowers and winemakers to discuss the year that was – from overwintering to budbreak to harvest. From this forum, the BCWI is preparing its Vintage 2016 Report for release in the new year; early indications are that another good vintage is on its way.

GLOBAL COALITION TO PROTECT WINE PLACE NAMES ADDS 20TH MEMBER

Barossa becomes newest signatory on heels of coalition's successful efforts to protect names online

SAN FRANCISCO — The South Australian wine region of Barossa became the latest signatory of the Joint Declaration to Protect Wine Place & Origin, a global movement to ensure wine place names are protected and not abused or miscommunicated to consumers. The coalition welcomed Barossa on Friday at a meeting in San Francisco, where members discussed how to build on the coalition's recent successful effort to protect place names online.

"Over the last year, our coalition has expanded its work to protect wine place names globally, including online where consumers increasingly shop for the wines they love," said Linda Reiff, president and CEO of the Napa Valley Vintners wine trade association, one of the founding signatories to the Declaration. "We are proud to have another esteemed winemaking region join our collective efforts to ensure consumers aren't misled and that the identity of a wine's place is protected."

In January 2016, American-based Internet name registry Donuts launched the new .wine and .vin domain extensions. Prior to the launch, members of the Declaration worked with Donuts on an agreement that put safeguards in place to ensure the extensions could not be falsely used to mislead consumers. On the heels of this effort, representatives from Barossa attended last week's coordinating meetings with other Declaration members and will participate in activities that were outlined for the coming year. "We are honored to join this remarkable group of leading world wine regions dedicated to protecting place names. Barossa wines, like all those represented in this coalition, are unique in representing their sense of place," said James March, CEO of the Barossa Grape & Wine Association. "Despite our fierce competition in the worldwide marketplace, we all agree that

location is the most important ingredient in creating truly unique and distinctive wines."

Since it was first signed in 2005, the Declaration efforts have led to increasing attention around the protection of wine place names. For example, this year five winery members of the Napa Valley Vintners announced that they are voluntarily giving up use of the name Port on their fortified dessert wine labels. While the producers have the legal right to use the term because they were grandfathered following the signing of the 2006 U.S. and European Commission Wine Trade Agreement, each agreed to abandon use of the semi-generic term in support of Napa Valley's efforts to protect winemaking place names and its alliance with Porto in the Declaration.

For more information, visit origins.wine or follow the coalition on Twitter and Facebook.



Members from the Declaration gather around Barossa representative Anne Moroney at a meeting in San Francisco on October 28th.

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Geoff McIntyre CA

Geoff McIntyre is a Wine Industry Specialist and Chartered Professional Accountant for MNP LLP.

BC WINERIES GATHER FOR MNP'S 7TH ANNUAL INDUSTRY ROUND TABLE

On November 3rd, MNP and Farm Credit Canada (FCC) were pleased to host a crowd of 80 winery owners and key industry stakeholders in Penticton for a full day of presentations and discussion around the business of wine. 2016 marked MNP's 7th annual workshop for the BC Wine Industry.

The first speaker was Steve Moriarity, the Managing Director of Wines of British Columbia at Save On Foods. Steve gave an informative update on the first year and a half of since the sale of BC VQA wine in BC grocery stores became a reality. Moriarity stressed the fact that carrying a broad selection of BC VQA wines in select Save On stores has been a perfect fit for the BC-based grocery chain and has proven to be good for business.

Next up was MNP wine industry specialist Geoff McIntyre and tax specialist Marty Clement. Geoff and Marty used the recent Otteson Tax Court case to highlight how properly structuring your land-based winery business can help ensure access to three valuable tax exemptions: the farming capital gains exemption, the qualified small business exemption and the principal residence exemption.

The keynote speaker was Sandra Hess, founder of DTC Wine Workshops. DTC Wine Workshops supports wineries of all sizes in the areas of E-Commerce, CRM, DTC Strategic Planning and Training Services to grow direct-to-consumer wine sales and retain loyal customers.

To wrap up the morning session, Sandra shared case studies and best practices from wineries in the United States to help wineries in the Okanagan plan for the future of direct wine sales growth. During her keynote address, attendees received a clear understanding of how to build a solid foundation for selling wine direct to consumer. The three topics included:

1. How to select the right DTC Wine Technologies
2. Top Three Workflows that grow direct wine sales and retain loyal customers
3. How to measure ROI and DTC Sales Success

New to this year's conference agenda was an afternoon hands-on workshop session in which the Top Five Do's and Don'ts for Selling wine Direct-to-Consumer were revealed. Sandra presented latest direct to consumers sales numbers and survey results from the US wine market that now represents \$2 billion in wines shipped to consumers last year. Attendees were encouraged to leverage lessons learned in the DTC Wine Case Study Series that included topics around Customer Retention with Teleservices, Mobile POS, Reservation Management Tools and Social Customer Relationship Management Tools.

A recap of the Top Five Do's and Don'ts are listed here:

1. Do LEVERAGE the right technology with the right processes
2. Do BALANCE the Online with the Offline customer experience
3. Don't ASSUME that your team knows what customers want – be sure to ask and listen socially.
4. Do INVITE customers back in meaningful ways
5. Don't IGNORE online brand mentions – be sure to respond in a timely manner.

As Sandra concluded the hands-on workshop session, she took questions from the audience and shared best practices based on her work with wineries of all sizes in the U.S. Sandra also left attendees with words of wisdom for developing strategic DTC sales plans in 2017 and emphasized the need to create a "customer touch-point schedule" to ensure that staff stays connected with club members in between visits through a variety of communication channels. Sandra also shared the importance of developing a "brand ambassador group" to formally thank brand loyalists for social mentions, peer reviews and continued support. Lastly, Sandra reminded attendees of the value of peer reviews to help online customers making buying decisions and shared the following statistic:

Customers are 77% more likely to buy a new product when learning about it from family and friends. (Nielsen)

As part of their efforts to help grow and strengthen Canada's wine industry, MNP and FCC are planning to host a similar Industry Roundtable event in the Ontario wine region early in 2017. Stay tuned!



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DR. SIMONE CASTELLARIN AWARDED A PRESTIGIOUS CANADA RESEARCH CHAIR IN VITICULTURE AND PLANT GENOMICS IN THE UBC WINE RESEARCH CENTRE

Dr. Simone Castellarin was appointed as an Assistant Professor in Viticulture in the Wine Research Center at UBC in 2014. "We had several applications for this position that was advertised internationally but no one really fitted well with our needs" says Dr. Hennie van Vuuren, Director of the Wine Research Centre. "I called three leading viticulturists around the world and asked who the best young viticulturist was, all three named Dr. Castellarin.

At that time he had a position in Italy, and offers from another international university".

Dr. Castellarin is a molecular viticulturist whose major focus is to examine how grape composition evolves in the vineyard under different environmental conditions and how grape and wine quality can be improved through viticultural practices. This research aims to promote the development new practices to increase grape and wine quality in BC vineyards. He has recently been awarded a high profile Canada Research Chair Tier II in Viticulture and Plant Genomics.

"Optimizing fruit composition in the vineyard is crucial for enhancing wine quality, facilitating the expansion of BC wines in the national and international markets" says Dr. Castellarin.

His laboratory currently uses large-scale transcript and metabolite analyses, also known as transcriptomics and metabolomics, to identify the genes and the metabolites that are involved in the grape response to water deficit and other physiological or environmental constraints. One of the major programs of the laboratory is to deeply characterize the molecular and physiological changes associated to the onset of ripening in order to support the development of new vineyard practices for accelerating or decelerating ripening in the vineyard accordingly to seasonal conditions or growers goals.

In a recent study Dr. Castellarin's laboratory has investigated how the size of the berry impacts the quality of the berry at a physiological level.

Winemakers prefer smaller berries since key metabolites for wine quality are synthesised in the skin: a smaller berry has a higher skin content that results in a higher concentration of these metabolites in the wines. However, the size could also affect the synthesis/degradation of these metabolites in the skin cells. For instance, accordingly to recent publications, smaller berries have a lower methoxypyrazine concentration (green aroma in Cabernet Sauvignon and Sauvignon blanc).

Dr. Castellarin's laboratory has evaluated the impact of berry size on the skin metabolism (expression of the genes and accumulation of metabolites) in order to determine how and to what extent berry size directly affects the compounds being synthesised in the berry.

Results of this study revealed that small and large berries are not synchronized in their developmental and ripening process; particularly at early (before veraison) and late (at harvest) stages of development. Remarkably, in the proximity of commercial harvest, small berries change their metabolic process toward a higher accumulation of antioxidants such as stilbenes, the group of

metabolites that include resveratrol. This study was recently published in the international peer reviewed journal BMC Genomics.

Finally, a long term research project of Dr. Castellarin's laboratory regards the development of irrigation strategies to improve fruit quality in the vineyard. Deficit irrigation strategies are often used to promote ripening and increase grape and wine quality in red grape varieties. Very limited information is available on the response of white grapes to water deficit. A goal of the laboratory is to explore how deficit irrigation impacts the quality of white grapes and wines. There are evidences that moderate-severe deficit improve the production of terpenes – key aromatics of several varieties – in white grapes. However, the same strategies might also increase the concentration of phenolics, determining more bitter wines. Future research aim to reveal if and how these irrigation strategies can be applied to white grapes without limiting yield and wine quality.

Dr. Castellarin has recently received new funding from the Canadian Foundation for Innovation and the British Columbia Knowledge Development Fund. These funds will be used to implement the equipment and the methodologies available in the laboratory for analysing the major determinants of quality in white and red grapes. This implementation will favor the development of research projects that aim to support the grape industry in British Columbia.



Upper row, from left to right: Nicolas Dimopoulos (MSc), Bartosz Kozak (Postdoc), ChangZheng Song (PhD), Tyler Abbey (RA), Eugene Kovalenko (MSc), Simone Castellarin (PI). Bottom row, left to right: Lea Girard (Undergrad), Darren Wong (Postdoc), Rodrigo Lopez (Undergrad), Marie Nosten (RA).



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Leeann Froese

Leeann Froese co-owns Town Hall Brands, a marketing agency based in Vancouver BC, which specializes in food, drink, and hospitality. She has worked to market and publicize companies from all over the world for the better part of two decades. She is a bonafied #winelover (as the organization's official ambassador for Canada), and is a member of the BC Chapter of Les Dames d' Escoffier, a society of professional women supporting women in careers related to wine, food and hospitality. See more of Leeann's work at townhallbrands.com or find Leeann online at @leeannwine or @townhallbrands

BUILD YOUR BRAND THROUGH MEDIA

When the word 'media' is mentioned, different things spring to mind for different people. Some think of television, radio, or newspapers. Others think of online publications, blogs, or even social media. All of these are correct in today's age of convergence and increasing digital communications. With the right strategy, you will be able to utilize media in amplifying your brand.

Three types of media used in promoting your winery: paid, owned and earned media.

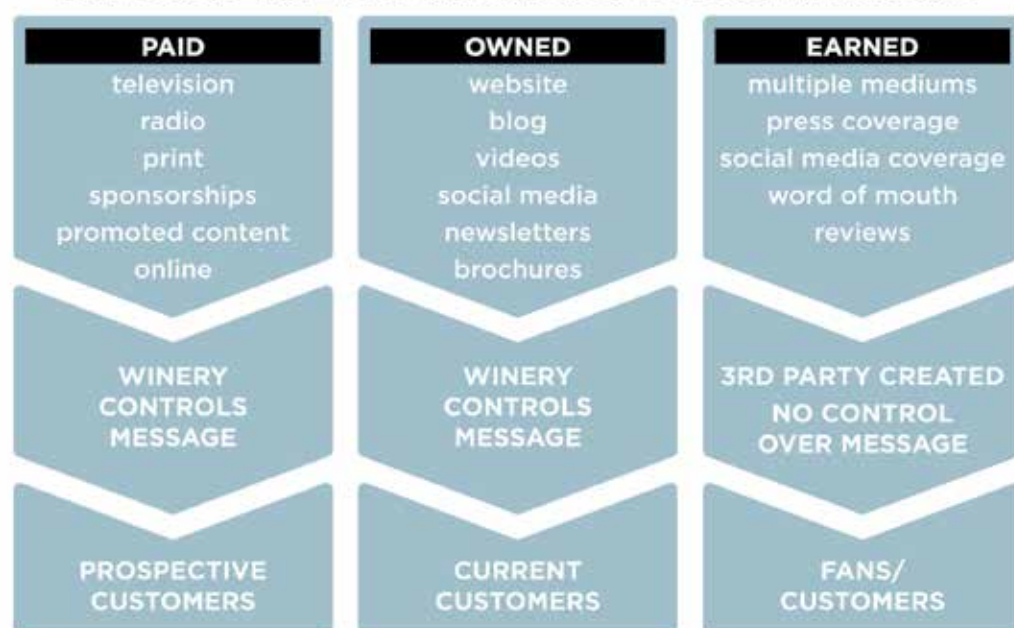
Paid media: this is commonly known as the 'traditional media'. It includes all kinds of paid advertising, whether online, in print through newspapers and magazines, on television or radio broadcasts. Online ads are any paid and promoted content such as a Facebook ad or sponsored post. The online outlet usually takes your supplied content or creates one for you at a cost and targets a specific audience that uses the social media or online outlet.

Paid media is typically used to attract new customers. It is meant to reach people who not have heard of your winery before or someone who you think would be interested in your brand. Even though advertising is the only way to guarantee a winery's exact messaging, the downside is that an ad-buy can be expensive, crowded and less personal.

Owned media: all channels that the winery owns and creates its own content for. This includes website, blog posts, printed and e-newsletters, videos and social media channels. Many of these channels can be created by outsourcing, but the content ultimately lives with and is delivered by the winery. Owned media requires content creation, investment of finances and time to create meaningful conversations and engagements with the end-user.

The primary purpose of owned media is to communicate and promote your offerings to an

INTEGRATE ALL MEDIA FOR CONSISTENT MESSAGING



established community and customer database via multiple channels.

Earned media: any publicity generated from targeting influencers or third-party to raise awareness about your brand. People sometime say they can get "free publicity" but this is a bit of a misnomer because you are still paying to make it happen it. Earned media is the result. It is the result of your PR (public relations) and media outreach, campaigns, events and tastings, or anything created through your own owned media and shared by a third-party. Since it is not controlled by the winery, it offers more credibility. Consumers seek trusted expert content (from credible, third-party articles, and reviews) when considering a purchase. Thus, many wineries hire PR firms that have established contacts with news media, wine critics and social influencers to oversee and build the winery's reputation.

On social media, conversations happen about your winery and word of mouth follows. It is not always easy to measure the success of this channel without paying for formal monitoring, but the groundswell of people talking about your winery and wines showcase an effective way to increase awareness for your brand.

Which type of media is best fit for you?

Regardless of the medium you use, it is important to always budget for the costs associated. A staff is always needed to manage the channel and therefore a labour cost associated.

There is no singular way to promote your winery, so an integration of different marketing tools and tactics is best. An integration of paid, owned and earned media, and where they all converge on social media.

A last tip- To ensure consistent messaging, it is important that the

person creating and overseeing the content creation understands your brand and its story. An example of how this comes to life- You have a sparkling wine and you're going to offer it at a special price in combination with a winery open house event for Valentine's Day. (Feel free to run with this idea, and let me know how it goes!)

In order to promote this campaign and drive visitors to your winery, your PR company may issue a press release and reach out to media to secure calendar listings and pre-event publicity. In the meantime, you choose to purchase promotion on Facebook in the way of promoted posts, and run ads in your local newspaper and radio stations to encourage attendance. In addition, you initiate conversation about the event on your website, blog and social media channels. You can create an event listing on Facebook and provide the event link to your blog or website. When sharing on Twitter and Instagram, be sure to also link to your website or blog for event details. This is an integrated way to ensure coverage across all mediums and effectively use of media to keep your brand in the forefront.

Care to share how you are integrating your media program? Questions? Send to me as above or send a note to editor@CDNgrapes2wine.com

KESTRELS AS CROP COPS? IT'S AN AWARD-WINNING IDEA

A project involving Brock University researchers — in which kestrels protect orchards and vineyards from fruit-eating birds — has won a prestigious award from the Ontario government.

Each year Ontario growers lose more than \$24-million worth of fruit to wild birds. Seeking ways to protect crops, the Ontario Fruit and Vegetable Growers' Association (OFVGA) partnered with Brock researchers to install nesting boxes for the American kestrel near a number of orchards, vineyards and corn fields.

Researchers hit on the idea because these birds of prey feed on smaller bird species as well as insects, mice and voles. Plus, notoriously territorial kestrels drive other birds from their territory, which could be more than a kilometer in range.

The low-cost approach seems to be working, as nuisance bird populations dropped 20 to 30 per cent in places where nesting boxes were installed. And besides enjoying bigger harvests, farmers can also feel good about helping reverse the decline of kestrels in Ontario.

The initiative has also won a Regional Premier's Award for Agri-Food Innovation Excellence, which recognizes the innovative contributions of the research.

Researcher Jim Willwerth, a viticulturist with Brock's Cool Climate Oenology and Viticulture Institute (CCOVI), has been working on the file for four growing seasons. He and technician Mary Jasinski have monitored bird pressure, deterrent methods and bird damage at trial sites.

"This award recognizes OFVGA's commitment to research new ways to reduce crop loss in agriculture," said Willwerth, "and demonstrates how strong partnerships between industry and research institutions such as Brock can produce innovative solutions."



A kestrel leaves its nest box at one of the research trial sites.



Researchers get a glimpse of kestrels that hatched in one of the nest boxes.

Willwerth said many bird deterrent methods have mixed results. Bird bangers make for poor relations with neighbours, while netting is cumbersome, costly and difficult to remove if growers need to harvest quickly. And birds catch on to different deterrence methods, so they become less effective over time.

"This project has been a true collaborative effort with Jim and Mary from Brock conducting the research," said Meaford, Ont. apple grower and OFVGA member Brian Gilroy. "For fruit and vegetable farmers, predators are challenging to deal with and we greatly appreciate the relationship we have developed between OFVGA and Brock University."

The OFVGA plans to invest the award's \$5,000 prize back into bird deterrent research at Brock. Having been recognized with the regional award, the project is now up for consideration for one of the province's five grand prize agri-innovation awards.

The OFVGA's Susan Fitzgerald, the project coordinator, called the kestrel initiative a natural approach to what has been a stubborn problem.

"Crop losses and damage can be very frustrating and disheartening to growers," she said, "especially in crops where margins are already slim." In addition to grapes, the research team is examining the effectiveness of this deterrent strategy in other fruit crops including cherries and blueberries. Trial sites are located across Niagara and Norfolk County.

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CROSS-CANADA TREK TO BROCK

WORTH IT FOR AWARD-WINNING OEVI STUDENT



Stephanie Van Dyk

After a decade spent trying to climb the career ladder in British Columbia’s wine industry, Stephanie Van Dyk realized that not having a university degree was keeping her from becoming a head winemaker at a larger winery.

“I had a working knowledge of how to do things in the winery, and experience making wine,” Van Dyk said recently, “but I wanted to understand the ‘why’ behind the actions we take.”

After considering her options, the reputation of Brock University’s Cool Climate Oenology and Viticulture Institute led her to apply to its Oenology and Viticulture (OEVI) degree program.

It was not an easy decision. Upgrading her assistant winemaker certificate from Okanagan University College meant uprooting her husband and two children and moving across the country to make a new home in St. Catharines.

But now, two years later, it’s all paying off. Van Dyk is close to completing her OEVI degree, and was recently named the winner of the prestigious 2016 Ontario Hospitality Institute (OHI) Oenology and Viticulture Award.

The OHI, an organization dedicated to recognizing top Ontario hospitality industry achievers, selects the recipient of this \$3,500 scholarship based on academic excellence as well as the student’s achievements and experiences outside the classroom.

“This award is reinforcement that the decision I made to move my family was the right one,” Van Dyk said. “It also justifies the time spent away from them working on this degree.”

Now in her final year of the OEVI program, Van Dyk is working on her undergraduate research thesis, examining the fermentation of red table wines with yeast isolated from local grapes — Brock isolate *Saccharomyces bayanus* — under the supervision of CCOVI director and researcher Debbie Inglis.

With most of her coursework now complete, Van Dyk realizes the OEVI program’s strong science background is an invaluable asset that will open up future opportunities and address those obstacles on the career ladder.

Van Dyk isn’t sure if she’ll stay in Ontario after graduating next spring or return to B.C., but wherever she ends up, she knows she has the knowledge and confidence needed to leave her mark on the industry.



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Recommended Reading

AREA RESIDENT WRITES MEMOIR ABOUT HIS LIFELONG LOVE AFFAIR WITH WINE

Motivated by his passion for all things wine, Larry Horne of St. Catharines has written a rich and colourful memoir that documents his exploits as a wine collector, winemaker, wine grower, and, a second career as sales manager for Calamus Estate Winery of Jordan, ON.

Besotted: My Love Affair with Wine, published by Sonderho Press of Ottawa, is Horne's ode to the world of wine. It is a richly detailed account of the many ways wine has influenced his life: career choices, travel, friendships, reading, and recreation.

The 68-year-old Horne, a Toronto native, made the move to St. Catharines in 2005 to help launch and operate Calamus Estate, the start of an eight-year gig selling and marketing the winery's products. In 2007, to round out his sales offerings, he started selling wines from nearby Kacaba Vineyards.

Although Horne had always worked in sales, his years of experience did not transfer easily to the wine industry, where every contact in the early going was a "cold call." His accounts of selling cases of wine to Toronto restaurants versus his experience in broadcast advertising sales, where million-dollar deals were the norm, are fascinating.

Any aspiring salesperson or experienced sales representative would do well to read the book, if only for Horne's advice on how to succeed in sales.

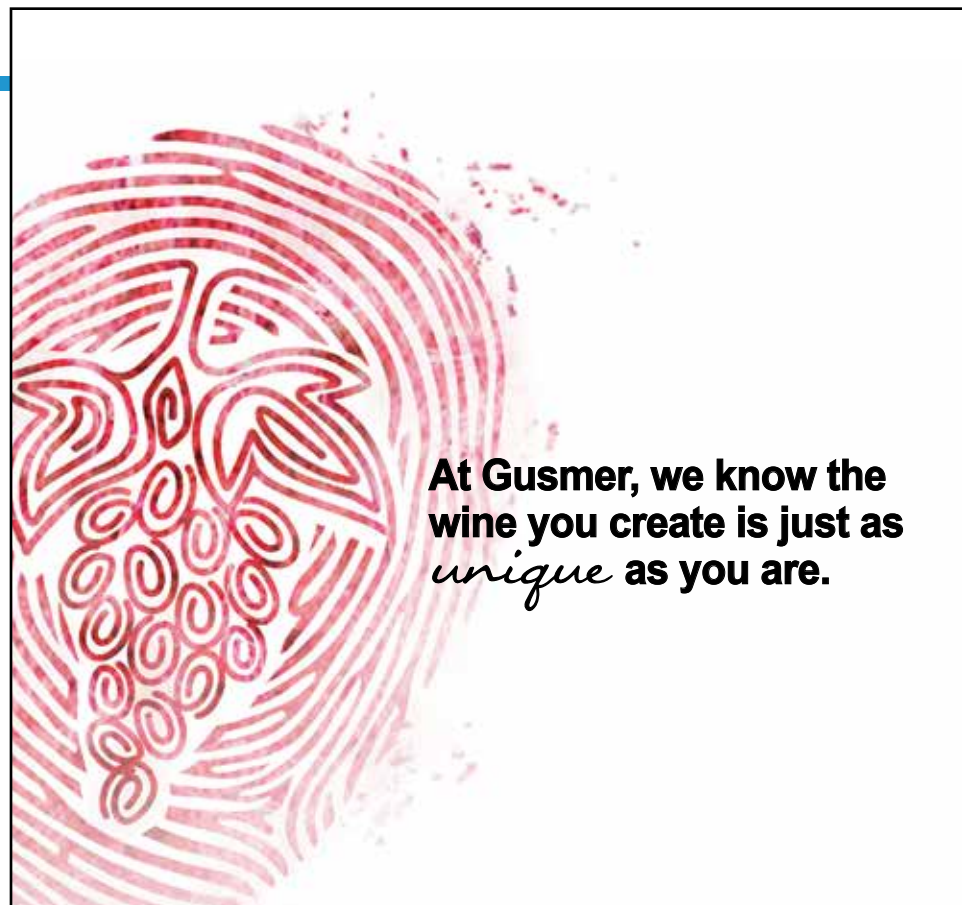
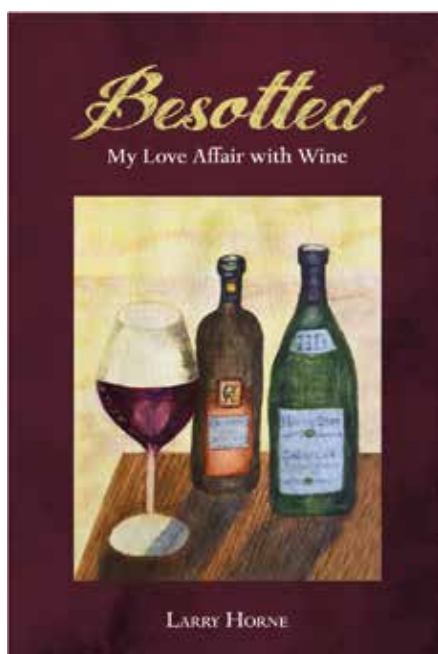
Along with Alice Bannon, his wife of 40 years, Horne has explored wine regions, visited producers, and tasted wines on five continents, searching for the ultimate wine experience. These adventures figure prominently in *Besotted*, and wine and travel enthusiasts everywhere will benefit from Horne's insightful recounting of wine-tasting experiences in California, New Zealand, Italy, Germany, and France, among others.

Horne has also included a best-of list, featuring a dozen of his favourite wine encounters – including Best Winery Tasting (it's in the Southern Rhône), Best Winery Tour (it's in Tuscany), and Best Wine Festival (it's in New Zealand) – and dares to name his favourite wine. Horne is a staunch advocate for Ontario wine and Ontario winemakers. His observations on the state of the industry and its future are a fascinating aspect of the book.

Here's what local wine-industry leader Paul Speck has to say about Horne: "Larry's passion for wine knows no bounds, particularly for Niagara wines. I first met Larry as an enthusiastic customer, always at various Ontario wine tastings and later as a colleague in the business. I enjoyed being reminded of some of the many characters in the early days of the Niagara wine scene."

From, wine writer and educator, Michael Pinkus, "You'll be informed and entertained as you get to know Larry; his lighthearted and easy writing style reels you in and keeps you engaged. For those of you who love wine as much as Larry does, he's worth spending the afternoon with, a glass of wine in one hand and this book in the other."

Besotted: My Love Affair with Wine is available Oct 15 at Amazon, Barnes & Noble and Chapters/Indigo and can be ordered from the author at horneland@msn.com for \$25 which includes postage.




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The Revolutionaries Behind Wine's Visionaries

INTERVITIS INTERFRUCTA HORTITECHNICA 2016 INNOVATION AWARD

Two gold and five silver medals: The German Winegrowers' Association announces this year's prizewinners

An international jury made up of 30 experts awarded the INNOVATION AWARD of the technology trade fair for wine, juice and special crops to seven companies from over 50 entries. "Our jury has very high standards", stated Norbert Weber, President of the German Winegrowers' Association. "Hence why this year the possible award of four gold and four silver medals was not realized. We also presented three special awards."

Gold medals go to the Mosel wine region and Italy

Carl Hoffmann Landmaschinen from Piesport on the River Mosel took gold in the category "Cultivation and Harvesting Technology" for the new development of a steep slope harvester. With the

CH 500, the company presents the first practical harvester for winegrowing on steep slopes. The second gold medal goes to the Italian company TMCI Padovan for the development of a high-performance crossflow filter. Its high degree of control and automation reduces the number of operating personnel and minimises the energy required filtering lees from the wine. TMCI Padovan was honoured in the category "Processing and Process Control".

Five innovations receive silver medals

"Significant technical advances can also lie in the detail of a machine, as well as in the complete new development", explains Norbert Weber. For instance, the reduced workload by an innovative, hydraulic adjusting unit for a disc harrow from the company Herzau + Schmitt from Fulda is so beneficial that the jury awarded it a silver medal in the category "Cultivation and Harvesting Technology". As the disc harrow axles can be replaced with rotary harrow elements, the machine can also be used in the cultivation of special crops such as fruit and asparagus.

The objective of innovative methods in microbiology is to optimize the quality of the wine. The enzyme product Trenolin®BouquetPlus from Erbslöh from Geisenheim, which improves the varietal aromas, also for sweet wines, was awarded a silver medal by the jury in the category "Processing and Process Control".

Cork taste is a topic, which hinders the enjoyment of wine. Two companies, Amorim Cork, Germany, and M. A. Silva Corticas, Portugal, developed preventative testing procedures in order to guarantee tasteless corks. Both companies received a silver medal for their products in the category "Filling and Packaging Technology".

The jury gave another silver medal in the category "Organisation and Marketing" for a new information platform for winegrowing companies with construction plans by the Bavarian State Institute for Viticulture and Horticulture in Veitshöchheim. BayWeinTEK is the contact point for anyone looking for a simple introduction to the topic of renovation and expansion of their wine estates.

Jury awards three special prizes

The jury honoured the efforts of the supplier industry on innovative, forward-looking ways in countering the problems of climate change in the oenological sector with three special prizes. If the sugar breakdown by wine yeast leads to other products instead of alcohol, a lower alcohol content can be attained despite the higher must sugar. Following the application of classic selection methods, the two companies Erbslöh from Geisenheim and Lallemand from Vienna are launching corresponding yeast strains on the market. Lallemand received another special prize for a product used for the defence of lactic acid and acetic acid bacteria, which lowers the risk of failures and aroma problems during the fermentation phase.

The jury recognized 26 of the entries received as innovations – this represented over half of all submissions. "This result demonstrates that the supplier industry is working closely with the industry and constantly striving to optimize the already high technical standards", added Norbert Weber.

DWV General Secretary, Dr. Rudolf Nickenig, clarified: "The exchange of experiences and information among scientists, advisors, representatives of the supplier industry and practitioners makes a significant contribution towards triggering further innovative and technical development." He also defined the competition in the overall concept of the Stuttgart-based event: "INTERVITIS INTERFRUCTA HORTITECHNICA offers visitors an excellent market overview of the innovations in the industry. The Innovation Award is a key element of the event. Together with the combination of international press and the international winegrowing congress, the machine demonstrations, the special show "Drones and Robots", the tasting workshop and discussions in the wine meet-up, it is an unrivalled industry platform. The entire German winegrowing industry can be proud."

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CVA'S FOCUS ON DIRECT DELIVERY REMAINS UNABATED

The Canadian Vintners Association continues to keep the pressure on at both federal and provincial levels in support of direct delivery of wine across Canada. The ability of wineries to ship wine directly to their consumers is a critical route to market for all Canadian wineries, especially smaller wineries.

On November 3rd, CVA President Dan Paszkowski, addressed the issue of consumer choice and interprovincial barriers to trade with Members of Parliament on the non-partisan Canadian Wine Caucus. To demonstrate the impact that liberalizing direct wine delivery could have in Canada, Paszkowski highlighted that in the USA, small wineries (less than 50,000 cases per year) represent less than 10% of total production, but are responsible for 63% of total wine sales volume (74% of total sales value) sold through the direct delivery sales channel. These wineries have the most to gain from direct to consumer (DTC) delivery, which represents \$2 billion in annual sales or 1.5% of total wine sales in the United States. Through DTC, smaller US wineries improve their profitability, scale up and build their brands. Paszkowski made the case that the same positive impact could be seen by Canadian wineries if DTC were liberalized by provinces across Canada.

Paszkowski reminded MPs that 90% of the US population can have wine directly delivered to their home, while only 19% of the Canadian population have the same legal right. Since the US Supreme Court ruled it unconstitutional in 2005 to restrict inter-state direct wine delivery, 45 of 50 US States have amended their laws to permit DTC. This is quite different from the 3 of 10 Canadian provinces (British Columbia, Manitoba and Nova Scotia) that now permit DTC since the passage of the federal "Importation of Intoxicating Liquors Act" in July 2012.

Unlike most wine producing countries, wines produced in Canada have a mere 32% domestic wine sales market share, and imports continue to dominate wine sales in Canada, capturing 77% of total wine sales growth over the past decade. Canadians want to buy local, yet our premium VQA wines represent less than a 5% wine sales market share in 10 or 13 jurisdictions across Canada. Three provinces have opened their borders with no negative impact on sales, but regrettably, the other provinces have dragged their feet in various ways, most frequently by issuing "policy statements" that have disavowed the permissibility of inter-provincial courier shipments.

While we need a resolution, support for change continues, such as the Fraser Institute report entitled "Toward Free Trade in Canada", which concluded that the federal government should promote Bill C-311 to ensure that public and political pressure build to remove all remaining barriers to interprovincial wine delivery. Further progress includes:

- A New Brunswick judge ruled that Section 134(b) of the Liquor Control Act constitutes a trade barrier which violates section 121 of the Constitution Act, 1867, which states that "All Articles of the Growth, Produce, or Manufacture of any one of the Provinces shall, from and after the Union, be admitted free into each of the other Provinces." (April 2016)

- Senate Committee on Banking, Trade and Commerce Report urges the Prime Minister and the federal Minister of Innovation, Science and Economic Development to make the removal of internal trade barriers a key priority. (June 2016)
- Canada's Premiers reach an agreement in principle on a new Canadian Free Trade Agreement (CFTA) including the creation of a working group on alcoholic beverages, which will explore opportunities to improve trade in beer, wine and spirits across Canada. (July 2016)

The CVA has been active on all fronts, including social, print and TV media, and continues to advocate strongly for DTC on behalf of industry, interfacing with provincial Premiers, the federal government and the opposition. The recent Senate Report entitled "Tear Down These Walls: Dismantling Canada's Internal Trade Barriers", outlines the competitive concerns outlined by the CVA, and calls for free trade by July 1, 2017, when Canada celebrates its 150th Anniversary.

The Canadian Vintners Association (CVA) is the national voice of the Canadian wine industry, representing more than 90% of Canada's annual wine production. CVA members are engaged in the entire wine value chain: from grape growing, farm management, grape harvesting and research, to wine production, bottling, retail sales and tourism. CVA proudly supports our award-winning grape wine industry, with its roots firmly planted in Canadian soil.

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GRAPE HARVEST 2016 BEATS EXPECTATIONS

Despite prolonged dry conditions this summer the 2016 Ontario grape harvest is coming to a close with an average-sized crop. "Things are better than we expected because of the drought this summer," said Matthias Oppenlaender, Chair of the Grape Growers of Ontario, "the quality is phenomenal this year – at least as good as 2012 which was a really great year for reds."

The bright red in Ontario's grape growing regions in the Agriculture and Agri-Food Canada map below shows just how dry it has been this year compared to average. Lake Erie North Shore region had below average rainfall, but fared better than Niagara Region and Prince Edward County.

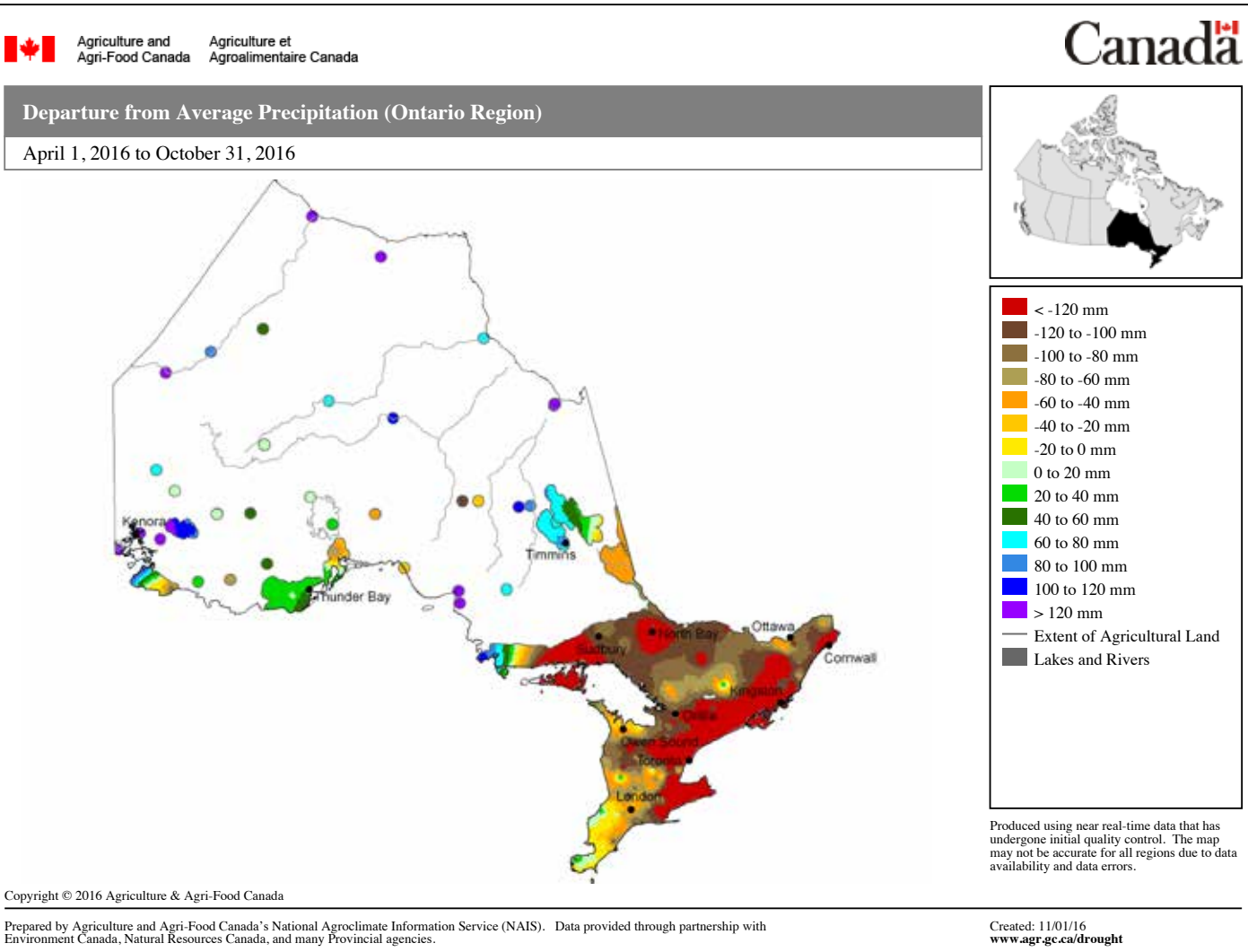
While the dry weather has definitely been top of mind for growers concerned about yield and vine health, particularly for those who were not able to irrigate, the dry conditions can also be very good for quality, concentrating the natural sugars in the grapes. "That's what makes the really deep reds that the consumer is looking for," says Oppenlaender.

Mother nature will throw curves at growers, but that's part of the challenge – reading the weather and doing what you can to mitigate the risks. Dedicated to ensuring the best grape crop possible, growers use their expertise, sometimes passed along through generations, to manage their vineyards.

Continuously investing in new technologies, grape growers are able to manage the weather better than they have at any time in the past. The investment in wind machines and other technologies has definitely helped Ontario's vineyards to withstand the harsh winters of 2014 and 2015 when temperatures dipped as low as -30oC. Growers and wineries are now adopting optical sorting technology including grape harvesters to selectively destem and sort grapes in the field.

Bouyed on by optimism and pride in what they do, Ontario's grape growers are already looking forward to next year and what the forces of nature will bring.

Growing high quality grapes is a year-round full time job and the Grape Growers of Ontario want you to experience Ontario's vineyards through the eyes of our growers in a series of 3 seasonal videos that highlight the labour of love that goes into producing high quality wine grapes.



"The online videos help consumers to feel a sense of the devotion that our grape growers have to nurturing flavourful grapes that turn into exceptional Ontario wine," says Debbie Zimmerman, CEO Grape Growers of Ontario. "There's a special feeling that comes with opening a bottle of wine crafted from grapes grown in your own backyard."



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BC WINES IN HONG KONG

Wines of British Columbia partnered with The Drinks Business Hong Kong to bring 16 BC VQA Wines to Hong Kong in an advanced educational BC VQA Wine Masterclass for the first time, attracting over 40 industry professionals.

On November 9, the BC Wine Institute successfully held a Wines of British Columbia Masterclass, showcasing top quality BC VQA Wine at the China Club in Hong Kong. Led by The Drinks Business Senior Editor Rupert Millar and Master of Wine Rhys Pender, the seminar explored some of the representative quality wine styles from British Columbia including: Riesling, Chardonnay, Pinot Noir and red blends from the Okanagan Valley and Similkameen Valley.

"With a focus on developing export markets and gaining international recognition for the Wines of British Columbia, this was an exclusive opportunity to promote the specific climates and terroirs that give BC VQA Wines their unique, premium positioning in the Hong Kong market," said Miles Prodan, British Columbia Wine Institute CEO and President. "The Drinks Business is a leading global industry publication with a worldwide reputation in the international fine wine market, and we were thrilled to partner with them to showcase our exceptional quality wines to key wine trade and media."

"We are very excited to be collaborating with the British Columbia Wine Institute to present the high-quality wines of British Columbia to the trade in Hong Kong," noted Ivy Ng, The Drinks Business Hong Kong publisher. "This was a very interesting masterclass and the quality, balance and diversity of the wines speak for the decades of hard work and conviction that have gone into giving this region of Canada an amazing line-up of wines, putting it on the wine world map as a quality region."

The masterclass was held over a 90-minute expert-led wine tasting and seminar featuring 16 premium BC VQA Wines, followed by a 30-minute tasting corner reception, where guests had the opportunity to mingle and try a selection of other BC VQA Wine styles.

"We received very positive feedback from the participants who were all impressed by the range of wines produced in BC, the quality, balance and the concentration achieved by the wines," added Ng.

Presenter and Master of Wine Rhys Pender was pleased with the level of engagement and interest in the wines expressed by the attendees. "Hong Kong has become one of the world's most important wine markets," he noted. "Although nearly all BC wine is sold within BC, it's imperative that we continue growing our international reputation for quality, premium wines by exporting a

small amount of our top wines to the most important wine cities. Hong Kong definitely falls into that category."

After the removal of wine import duties in February 2008, Hong Kong became a wine trading and distribution hub for Asia. Global Affairs Canada (GAC) and industry association strategies have identified Hong Kong as one of their global priority export markets, and the Chinese wine market poses numerous opportunities for Canadian businesses. China currently ranks as the top export

market for Canadian wine, although Canada's total exports to China remain low compared to other wine exporting nations.

The Canadian Vintners Association released a report stating total Canadian wine exports have increased 400 per cent since 2010 as per statistics obtained from Agriculture and Agri-Food Canada. As of August 2016, total BC wine exports to all countries have increased 117 per cent in Canadian dollars per litre since 2011.

BC's wine industry has grown exponentially over the last few years attracting winemakers from across the globe, creating highly sought after wines that are now breaking into the Asian markets.

In August, the BCWI welcomed Master of Wine Debra Meiburg from Hong Kong to tour BC's wine producing regions and present the keynote address at the BCWI's Asian Markets Export Symposium, where she shared her insights into the markets of Japan, Korea, Hong Kong and China with the BC wine industry.



Presenters Rhys Pender Master of Wine and Rupert Millar.

"This is an exciting time for our industry, as BC VQA Wines continue to attain international achievements and awards in premier wine competitions, gaining traction among top wine critics in the world," said Prodan. "It's important that we continue seeking opportunities to educate BC wineries on key international export markets, as well as engage trade and media within these markets through collaborations like these."

Participating BC VQA Wineries

C.C. Jentsch Cellars	CedarCreek Estate Winery
Clos du Soleil Winery	Culmina Family Estate Winery
Ex Nihilo Vineyards	Gehring Brothers Estate Winery
Laughing Stock Vineyards	Martin's Lane Winery
Meyer Family Vineyards	Okanagan Crush Pad Winery Haywire
Osoyoos Larose Estate Winery	Poplar Grove Winery
Quails' Gate Winery	Sperling Vineyards
Summerhill Pyramid Winery	Tantalus Vineyards

JAMIE QUAI, 2016 GRAPE KING COMMITTED TO GRAPES

Jamie Quai made a lifetime commitment to grapes when he had a stylistic bunch of grapes (designed by his wife Kim) tattooed on his forearm. He has now been selected as the 2016 Grape King to be ambassador for the Ontario grape and wine industry for the coming year.

"Each year, the Grape King is chosen based on expertise of vineyard management and vineyard quality – the type of quality that builds consumer trust and is capable of meeting all the demands of a modern industry," says Farm Credit Canada Vice-President of Operations John Geurtjens. "That's why we're proud to be part of this." Jamie is the 3rd generation to tend the family vineyards in Elgin County, nestled on the eastern edge of the Lake Erie North Shore appellation, bordering the emerging South Coast wine region.

Even though outside the traditional grape growing area, the Quai family have been tending their vineyards since 1972, planting an assortment of vitis vinifera and hybrid grapes including Baco Noir, Marechal Foch, Vidal, Chardonnay and Riesling among others. In 1990 Jamie's parents Roberto and Lisa Quai received one of the earliest winery licenses issued in Ontario and opened Quai Du Vin Estate Winery.

Over the last decade Jamie has worked in almost every facet of Quai Du Vin watching the winery grow from small scale to an operation that currently sells over 2,500 cases per year.



Following graduation from Brock University's Oenology and Viticulture program at the Cool Climate Oenology and Viticulture Institute (CCOVI), Jamie became Co-Proprietor, Vigneron and Winemaker of the family business. During his time as a student Jamie worked three commercial harvests in the Niagara Peninsula. His experience includes time in both craft wineries and larger scale operations. Jamie remained actively involved in CCOVI as the Instructor from 2007-2016.

Jamie is happily married to Kim, an elementary school teacher with the London Waldorf School, and together they are raising their two sons: Gavin, age 4, and Nicklaas, born January 2016. As the 2016 Grape King, Jamie looks forward to representing Ontario's grape and wine industry at events across the country including the 65th annual Grande Parade at the Niagara Grape and Wine Festival.

"We are excited to have Jamie serve as the 2016 Grape King and be the ambassador for Ontario's viticulture industry," says Grape Growers of Ontario Chair, Matthias Oppenlaender. "Jamie is a young, energetic individual with experience in all aspects of the grape and wine industry," says Debbie Zimmerman, CEO of the Grape Growers of Ontario.

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BUILDING COMPLEXITY IN FINISHED CIDERS

As cider makers, an ideal world would involve owning huge tracts of land with access to a broad collection of cider apple varieties that are harvested in pristine condition. Once crushed and pressed, the juice would then clarify to the exact turbidity we require, and the fermentation would go off without a hitch. The finished product would then be the perfect blend of complex aromatics that reflect the unique characteristics of each apple used, along with a harmonious balance of sweetness, acidity, and mouthfeel. But unfortunately, in the real world, the above scenario is rare.

For producers who have orchards filled with numerous cider varieties, developing complex ciders can be as simple as blending. They have enough sharps, bittersweets, and sweets to create unique ciders with very little assistance from outside sources. For most producers though, just sourcing adequate juice volumes can be challenging enough, let alone being able to access juice from cider varieties. That means that most of us have to make due with dessert fruit juice as our fermentation base. While dessert fruit makes for a delicious snack or a great glass of apple juice, it does not tend to contain enough phenolic components to add much body to finished ciders. It also becomes challenging to differentiate the finished cider in a marketplace where a lot of producers are using the same exact juice sources. While they may not achieve the exact effect as a good cider apple blend, there are many products in our portfolio that can help build structure and add complexity in an otherwise one-dimensional cider.

In our trials we have found that tannins, mannoproteins, and gum arabic products can be useful tools to help build mouthfeel and complexity in finished ciders.

Tannins

Tannins are well known for improving structure in a variety of beverage products. Not only do they add structure, but they can also help create a consistent brand profile, increase product value by improving cider quality, and rectify a problem cider.

FT Blanc, FT Blanc Soft, and FT Blanc Citrus are often used as fermentation tannins during cider fermentation, however, they can also be used post-fermentation to help build mouthfeel in ciders lacking structure.

Some of the sensory trials we have conducted reflect the following:

- FT Blanc has been shown to boost the mid-palate of “donut” style ciders .
- FT Blanc Soft has been shown to round out sharp, edgy ciders while providing a perception of sweetness.
- FT Blanc Citrus has been shown to brighten up old, tired ciders by adding a hint of zest.

Mannoproteins

Mannoproteins are one of the best known natural products that occur in yeast fermented beverages. Mannoproteins are polysaccharides found in the cell wall of yeast and have been known for many years to confer different types of stabilities (tartrate, protein, and color), as well as mouthfeel characteristics to wine left in prolonged contact with the yeast lees. In cider making however, there is not always adequate time to properly age a cider on the lees. This often prevents yeast autolysis from taking place, and thus any benefit from the release of mannoproteins. Using products in the Scott Ultima® range can be very helpful for improving mouthfeel.

The Ultima Product range is a blend of mannoproteins and gum arabic. The combination of this blend is a great advantage to the cidemaker, as they provide the different types of stabilities mentioned above while also enhancing mouthfeel.

- Ultima Soft has been shown to lower astringency, increase fullness in body, soften aggressive acidity, and add length in cider.

- Ultima Fresh has been shown to brighten up old or tired ciders in the mouth and in the nose. It does so by decreasing bitterness and enhancing volume.

Gum arabic

A final touch tool for building mouthfeel and stability in a finished cider is gum arabic. Gum arabic is a color and colloidal stabilizing agent with the added benefit of providing extra mouthfeel. This boost in mouthfeel is often perceived as fullness and a perception of sweetness. Gum arabic aids in color stabilization by complexing with tannins and polyphenolics and works as a protective colloid via an electrical charge repulsion action.

- Inogum 300 has been shown to add fullness and length to cider.
- Flasghum R can add fullness with a perception of sweetness.

The above options are all for building structure after fermentation is complete. You can also always build complexity through yeast choice, yeast derivatives, enzymes, and tannins during fermentation. For samples of any of these products, please contact Scott Laboratories.





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In the global world of wine, Canada is renowned for its Icelwine.

While conceived in Germany, it is in Canada where Icelwine matured and grew into the sweet and luxurious treat for which it is heralded. Our harsh winters — even in the more temperate zones where wine grapes are grown — are ideally suited for allowing bunches of grapes to freeze on the vine, concentrating the flavours and sweetness before they are hand-picked and crushed into a delicious elixir.

“Despite the Canadian nature of Icelwine and its popularity around the world — particularly in Asia — Icelwine remains a mystery to many Canadian wine lovers,” says Marcel Morgenstern, Director of Sales at PondView Estate Winery. “We seem fearful of how to store it, when to drink it and foods it should accompany.”

First a bit about Icelwine.

The complex process to craft an Ontario VQA Icelwine begins before the grape harvest, when vines are selected to stay on the vine and are protected from hungry birds. The harvest for

these grapes will typically happen in December or January, after a few consecutive days where the temperature remains below -8°C. Hardy souls brave the frigid temperatures to hand pick the frozen grapes which are pressed while still frozen to extract a small amount of concentrated, sweet juice — estimated at about 15% the typical yield for that bunch of grapes where they not harvested as little purple marbles of ice. Fermentation is a short process due to the high sugar levels.

The result is a decadent, sweet treat that is relatively low in alcohol. But once the Icelwine is in the bottle, the mystery begins. Marcel offers his tips and advice for enjoying Ontario VQA Icelwines:

Can I age my Icelwine?

While it depends on the type of grape used to make the Icelwine, Icelwines are generally best enjoyed young. Riesling Icelwine is your best bet for laying a bottle down, although Vidal Icelwines have been known to age well over five to seven years.

Should I save my Icelwine for dessert?

Absolutely not! While we typically associate sweets with dessert, Icelwines do quite well before, during or after the main course. Before the meal, a glass of Icelwine does quite well on its own, or paired with sharp and salty cheeses or savoury hors d'oeuvres. Replace some of the vinegar in your homemade vinaigrette dressing with Icelwine, and experiment with it in various sauces and glazes. For the main course, it pairs well with rich seafood, sushi and Thai and is a nice balance to spicy foods. In general, look for foods that are salty, acidic or spicy to pair with your Icelwine.

But I can have it with dessert, right?

Of course, but be mindful of the other sweets on the table. A dessert too sweet will overpower the Icelwine. Icelwine is exceptional with fresh fruits and dark chocolate is often a beautiful match for red Icelwines.

How do I serve it?

Ah, a question for the ages. In the past, we have seen Icelwines served in small, narrow glasses. But it has been trendy lately to opt for a more traditional wine glass with a larger bowl, which helps concentrate the aromas and amplify the rich flavours of Icelwine.

Icelwine ... should I keep it in my freezer?

Not at all. You do want your Icelwine chilled, perhaps around 10°C, but not so cold that it kills the flavour profile.

“Niagara’s Icelwines are truly an example of extreme winemaking at its finest,” says Marcel. “Elegant, silky and lush, there is a fine craft to making Icelwine, a craft we are continuing to push forward here in Niagara.”



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Recommended Reading

A PERFECT UNION OF CONTRARY THINGS

The authorized biography of Maynard James Keenan, one of rock's most creative and innovative frontmen.

Co-author Sarah Jensen's 30-year friendship with Keenan gives her unique insight into his history and career trajectory. The book traces Keenan's journey from his Midwest childhood to his years in the Army to his time in art school, from his stint at a Boston pet shop to his place in the international spotlight and his influence on contemporary music (as frontman of Tool, A Perfect Circle, and Puscifer), and regional winemaking. A comprehensive portrayal of a versatile and dedicated artist, *A Perfect Union of Contrary Things* pays homage to the people and places that shaped the man and his art.

The subject of wine weaves its way through *A Perfect Union of Contrary Things*, but Chapter 12 focuses on Keenan's introduction to winemaking, how he got Caduceus Cellars off the ground, its current place in the market, and Keenan's tireless work on behalf of his fellow Arizona winemakers through organizations like the Verde Valley Wine Consortium and the Arizona Vignerons Alliance. Thanks to his efforts, Yavapai College, near Keenan's home in Jerome, Arizona, is the epicenter of education and resources for winemakers in the region.

Until now, Maynard's fans have had access to only an abridged version of his story. *A Perfect*



Musician and vintner Maynard James Keenan



Co-author Sarah Jensen

Union of Contrary Things presents the outtakes, the scenes of disappointment and triumph, and the events that led him to take one step after the next, to change direction, to explore sometimes surprising opportunities. Included are sidebars in his own words, often humorous anecdotes that illuminate the narrative, as well as commentary by his family members, friends, instructors, and industry colleagues. The book also features a foreword by Alex Grey, an American visionary artist and longtime friend of Keenan. Accompanying the text are photos of Keenan from childhood to the present.



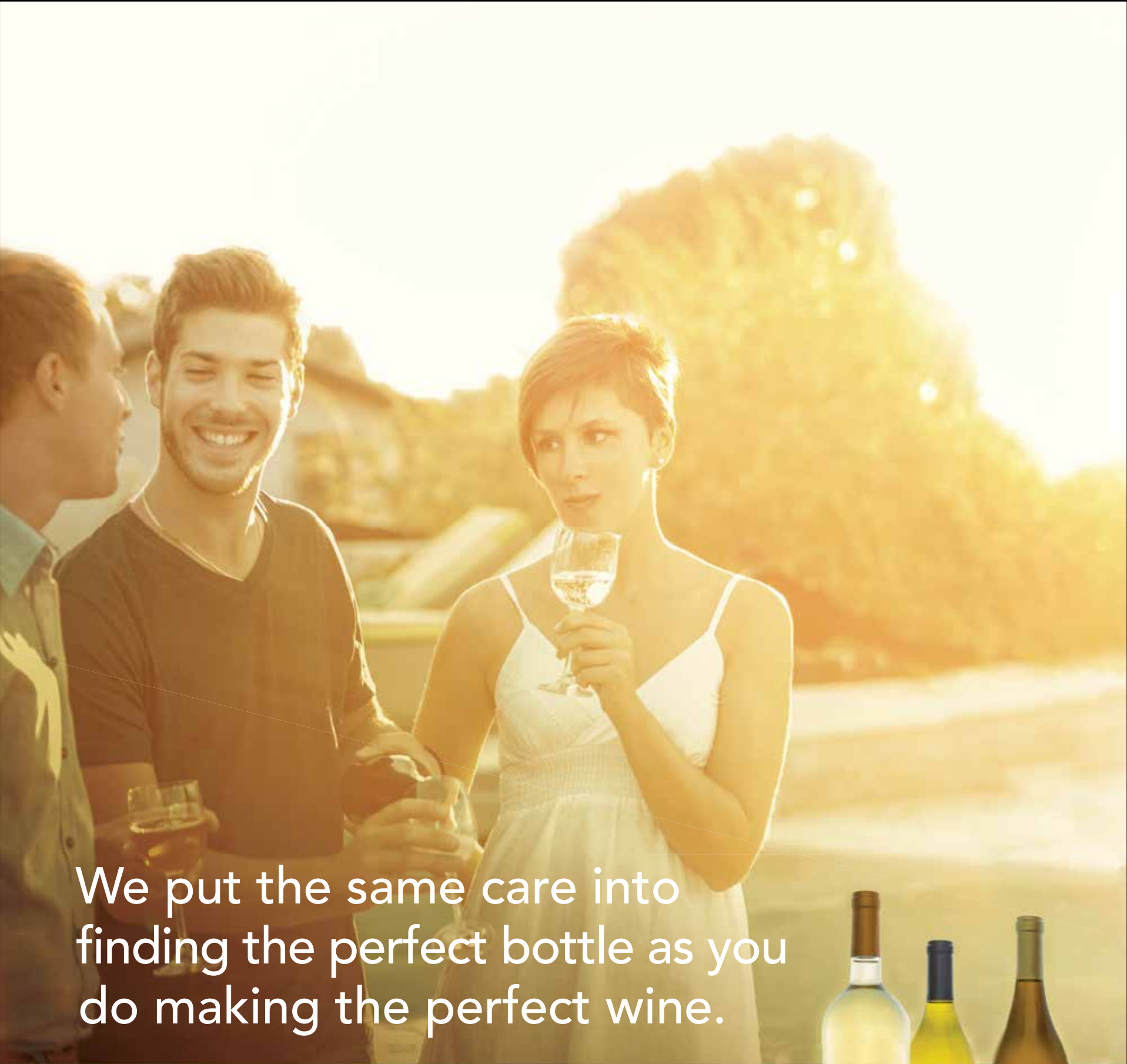
Judith Block: The Merkin Vineyard Judith block, named in honor of Maynard's mother



Maynard looked to Penfolds winemaker Peter Gago for advice and wisdom when he began his vineyard, and the two have remained friends.



Bunker: Maynard's work in the vineyard is hands-on, from operating the forklift to inoculating the fruit to racking and rinsing barrels in the bunker.





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