

BROCK UNIVERSITY

MEDIA RELEASE

R00036

April 18, 2011

Cool Climate Oenology & Viticulture Institute, Brock University
905-688-5550 x4471

The 2011 Riesling Experience features Pierre Trimbach from Alsace

Calling all Riesling lovers: come and join winemakers, growers, media and wine enthusiasts from around the world this June at Brock University for the 2011 Riesling Experience.

This year's event is expanded to two days of presentations, panel discussions, wine tastings and vineyard tours to let participants share and learn more about the diversity, beauty and versatility of Riesling.

Anchored by keynote speaker and renowned winemaker Pierre Trimbach, from the Alsace region of France, the June 9-10 event will also feature a host of other wine industry experts from around North America.

The event is an industry inspired celebration hosted by CCOVI - An International Celebration of Style, Structure and Purity.

This year's Riesling Experience Chair, Cave Spring Cellars winemaker Angelo Pavan, said the universal popularity of Riesling presents a good opportunity for winemakers in places like Ontario. "We are pleased to host once again the Riesling Experience. Niagara is one of the very few wine regions in the world where Riesling excels. It is our pleasure to showcase other regions of great promise and accomplishment."

Day 1 - Thursday, June 9, 2011

Keynote speaker: Pierre Trimbach, Domaine Trimbach, France

Great Lakes panel: Speakers from Michigan, Ohio, New York and Ontario:

- Peter Bell (Winemaker, Fox Run Vineyards, Finger Lakes, NY)
- Lee Lutes (Winemaker and General Manager, Wineries of Black Star Farms, MI)
- Nick Ferrante (Winemaker, Ferrante Wine Farm, Inc., Geneva, OH)
- Angelo Pavan (Winemaker, Vice-President/Founding Partner, Cave Spring Cellars, ON)

Lunch: Prepared by Chef Erik Peacock of Wellington Court in St. Catharines featuring selected Rieslings (including Icewines) from New York, Michigan, Ohio and Ontario

Location: Brock University, Academic South, Walker Complex, Room 203

Admission: Day 1 only is C\$125.

Day 2 - Friday, June 10, 2011

Niagara vineyard tours: Vineyards located on the Niagara Bench

Lunch: Winemakers Riesling-friendly lunch at Cave Spring Vineyards

SOLD OUT

Riesling lovers can show their support by becoming a Friends of Riesling Sponsor for C\$100 - recognition on website and signage at the conference.

Visit www.rieslingexperience.com for further details on the conference and to register.

Please direct media inquiries to Nathalie Dreifelds, Marketing and Communications Officer, CCOVI, Brock University, 905-688-5550 x4471; ndreifelds@brocku.ca