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MEDIA RELEASE

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Brock University – Communications & Public Affairs

Brock prepares to welcome the world as Canada wins bid for global wine summit

It was announced in the UK this weekend (May 28) that Canada has been selected to host one of the world's most prestigious international wine conferences.

The 10th International Cool Climate Wine Symposium (ICCWS) will take place in July 2020, attracting hundreds of grape and wine researchers, trade professionals and media from wine regions around the world to gather and share research knowledge.

Brock University in St. Catharines, Ont. will be the host site for the event. Brock is home to the Cool Climate Oenology and Viticulture Institute (CCOVI), an internationally recognized centre where researchers focus on the priorities of Canada's grape and wine industry.

Held every four years, this will be the first time the conference has come to Canada. Previous sites have included Tasmania, Seattle and this year's just-completed event in Brighton, England.

Established in 1984, the ICCWS focuses on wine production in the cooler climate winemaking regions of the world.

"We are excited for the opportunity to provide our international colleagues with an engaging conference program," said CCOVI director Debbie Inglis. "With ever-changing conditions within the grape and wine industry, the conference will examine how adversity drives innovation to achieve success."

"Canada's wine industry growth and success is based on a proud history of continuous improvement," said Dan Paszkowski, President and CEO of the Canadian Vintners Association.

"We are thrilled to have been selected to host the 10th International Cool Climate Wine Symposium, which is a direct reflection of the collaboration of our wine and grape producers from across Canada partnering to introduce our diverse cool climate wine regions, premium quality wines and research excellence to the world."

ICCWS delegates will be invited through pre- and post-conference programming to visit Canada's diverse wine producing regions in British Columbia, Nova Scotia, Ontario and Quebec. Spanning from the Atlantic to Pacific, Canada is home to more than 650 wineries.

Canada's conference pitch was a collective effort between CCOVI and stakeholder organizations across the country. The announcement that Canada will be the next host country was made Saturday, May 28 at the ninth ICCWS conference in Brighton, United Kingdom.

Canada's grape and wine stakeholders see this as a unique opportunity to showcase their industry to the world:

- ***Maggie Anderson, Marketing Director, British Columbia Wine Institute:*** "The British Columbia Wine Institute is thrilled to be part of the 2020 ICCWS to be held in Canada. Our region is continuing to garner international recognition for the quality of wines we are producing. The ICCWS will offer our industry the opportunity to showcase both our wines and region to key international wine influencers at a time when the industry is gaining major recognition from our international peers."
- ***Gillian Mainguy, Manager, Winery Association of Nova Scotia:*** "The Wines of Nova Scotia celebrate with the other wine producing provinces in Canada to learn that the next International Cool Climate Wine Symposium will be hosted in Wine Country Ontario in 2020. Putting together the bid to host the 2020 symposium in Canada was a collaborative effort lead by Dr. Debra Inglis from CCOVI; and this effort demonstrates that working together we can achieve great things."
- ***Sylvia Augaitis, Executive Director of Marketing, Wine Marketing Association of Ontario:*** "Ontario's award-winning wine industry is proud to be an integral part of Canada's cool climate wine story and is excited for the 2020 ICCWS. We look forward to showcasing the diversity of the authentic wines from our region," said Augaitis. "We are delighted to have this opportunity to continue building international

excitement and recognition for our wines, while working in close collaboration with our partners from across the country.”

- **Louis Chassé, President, Vignerons Independants du Québec:** “As the coldest winegrowing province in the country, Quebec growers have to be innovative,” said Chassé. “Our members are looking forward to sharing our research and experience in grape growing in temperatures ranging from -30C to 40C, with the world.”

For assistance arranging interviews:

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