



WORKSHOP 1

THURSDAY 10 NOVEMBER 2011

Consumer driven wines through sensory analysis

Understanding what affects consumers' liking of wine is the first step to ensuring that consumers like your wine. In the beverage industry, sensory experience is one of the largest drivers of liking for consumer across the globe. Sensory science is the key to unlocking the mystery of consumer preference. This workshop is designed to focus on a variety of aspects for which sensory science can be used in the wine industry with a primary focus on understanding consumer preference. We'll start off with a discussion of some basic ways in which sensory science can be applied in the winery. Following this, an international sensory expert will share some secrets regarding the sensory properties that appeals to wine consumers. After a tea break, we will delve deeper into this topic by means of a case study on the preferences of Chinese and Australian red wine consumers. Since we know that what's on the bottle is just as important as what is in the bottle, we'll also look at the importance of labelling cues. Finally the workshop will be concluded by a review of the most recent advances of sensory science in the wine industry.

CHAIRPERSON: Leanie Louw

14:00	Welcome and introduction	Leanie Louw Distell
14:10	Making sense of sensory evaluation – practical tips and tricks	Sulette Malherbe
14:35	Wine marketing: the effect of label cues on consumer liking	Nina Muller
15:00	Sensory properties of wines that relate to consumer preferences: an overview of recent AWRI studies	Patricia Oscidacz
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15:30- 16:00	TEA / COFFEE	
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16:00	Comparing Chinese and Australian consumers' red wine preferences	Patricia Oscidacz
16:25	Recent advances of sensory science in the wine industry	Leanie Louw
16:40	Discussion and conclusion	Leanie Louw



WORKSHOP 2

THURSDAY 10 NOVEMBER 2011

Climate change, water & waste water management and alternative energy

Environmental responsible production has always been an important goal for the South African wine industry. The workshop will focus on three very important areas that need to be addressed to ensure sustainability within the industry, climate change, water and waste water management. The programme will be informative and practical.

CHAIRPERSON: Jacques Rossouw

14:00	Welcome and workshop overview	Jacques Rossouw Distell
14:05	Catchment stewardship – building resilience, while reducing risks in a changing climate	Inge Kotze WWF
14:35	Future challenges in water resource management	Willie Enright Wateright Consulting
15:05	Cleaner production and wastes management in wineries; it's simply smart business to be practical	Buks Schutte Water and waste utilisation solutions
15:35- 16:00	TEE / KOFFIE	
16:00	Forging a sustainable pathway for the industry – a review of the South African fruit and wine carbon footprint initiative.	Shelly Fuller Chlorophyll Consulting
16:30	The feasibility of alternative energy options to improve efficiencies and reduce cost and carbon emissions in the wine-making sector	Prof Alan Brent Centre for Renewable and Sustainable Energy Studies, Stellenbosch University
17:00	Discussion	



WORKSHOP 3

THURSDAY 10 NOVEMBER 2011

South African Chenin Blanc: Diversity Profiles

CHAIRPERSON: Jeff Grier (Vice Chairman CBA)

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| 14:00 | Welcome and introduction | Jeff Grier
Villiera |
| 14:05 | Feedback: Comprehensive three-year (2010 - 2012) research project on SA Chenin blanc wine. Feedback will focus on the Diversity Profiles. | Dr Hélène Nieuwoudt (Institute
Wine Biotechnology) |
| 14:30 | Tasting of 6 wines to illustrate the diversity of SA Chenin | Jeff Grier/Ken Forrester |
| 15:15 | Discussion and conclusion | Ken Forrester (Chairman CBA)
& Jeff Grier (Vice-Chairman) |

15:30 –
16:00 TEA / COFFEE



WORKSHOP 3 (Part 2)
THURSDAY 10 NOVEMBER 2011
16:00 – 17:30

Vinoflow Max – a new wine filtration enzyme and its benefits and experience in different parts of the world

Speaker: Dr. Günter Maier – Application Manager Wine & Juice, Novozymes Switzerland AG

Novozymes' Vinoflow Max

“Filter your wines, not your profit”

Vinoflow Max is a new innovative enzyme and concept for the wine industry, enabling the large wine producers and wine merchants to rethink their filtration habits with positive return on investment.

What's special about the product?

It is a blend of pectinases from 2 fermentation technologies with 2 strains of *Aspergillus* and of beta (1.3-1.6) glucanases from *Trichoderma harzianum*. The new blend has been co-developed with Lamothe-Abiet after an intensive development period including test marketing for validation on major filtration technologies (earth filtration and cross flow) and customers around the globe. A tool for monitoring filterability on rough wines has been developed to predict the wine filtration behaviour.

What's Vinoflow Max positioning?

Vinoflow Max is expected to smooth the filtration chain in large wine operations and wine merchant production facilities, particularly on young wines for the premium segment. Wine preparation prior filtration with Vinoflow Max is the key for achieving quick, predictable and economical wine processing steps, while preserving wine quality. Vinoflow Max should be added as early as the first racking stage prior centrifuge, fining or cold stabilization depending on the processing line.

What are the major benefits of using Vinoflow Max?

When applying Vinoflow Max, the large wine producers are optimizing the preparation of their wines prior to filtration. By hydrolyzing large wine polysaccharides pectins from the grapes and glucans from the yeast into smaller molecules, Vinoflow Max allows to drastically reduce the number of cycles on earth filtration, avoiding sometimes one filtration step on loose earth. On cross flow technology, the flux rate can be increased and the tank bottoms filtered avoiding also in this case the re filtering of the lees on rotary vacuum filter for example. Reduced wine losses are the driver benefit for this application generating substantial financial savings when applied systematically.

Maximizing the financial savings will require that the wine producers will apply Vinoflow Max in all or most of their wines. This will request commitment from both technical and financial management in each company.

Dr Maier will present the new enzyme as well as the newly developed method for monitoring filterability. Further experiences with the new enzyme and tests results from different parts of the world are presented including cost-benefit analysis and application recommendations.



WORKSHOP 4

FRIDAY 11 NOVEMBER 2011

Different styles of wine

World wide the wine industry needs to produce wines in an innovative manner which would be appealing to a wide array of consumers. Many styles of wine thus exist on the market and wine from South Africa is no exception to this. This workshop will focus on different styles of wine and how different actions in the vineyard and the cellar could affect it. Different white and red wine cultivars will be discussed, which include some of the main white and red wine varieties currently found in South Africa. As part of this workshop a well known researcher from Auckland University, New Zealand, will give a presentation on recent observations and research findings on Sauvignon blanc. Recent research results of Chenin blanc in terms of style classification will also be discussed. A speaker from Champagne will address actions to obtain different styles of sparkling wine. Other presentations will focus on canopy and water treatments of Shiraz and how this affects the style of wine. Pinotage will also be discussed in terms of strategies to obtain different Pinotage wine styles. This workshop could be valuable for wine producers who aim to satisfy the market with a required style of wine.

CHAIRPERSON: Wessel du Toit

11:15	Welcome	Wessel du Toit Stellenbosch University
11:20	The impact of storage temperature on the varietal aroma of Sauvignon blanc wines	Paul Kilmartin University of Auckland, New Zealand
11:55	Sparkling World: different choices for different products	Mélanie Mauvage IOC, Champagne, France
12:30 – 14:00	LUNCH	
14:25	Shiraz grapevines subjected to water deficit and canopy density modification treatments: how does it reflect in the phenolic and colour composition and style of wine?	Marelize van Noordwyk Stellenbosch University
14:50	Practical consideration for different styles of Pinotage wine	Bertus Fourie Elsenburg Agricultural College, Agricultural Research Council
15:15	Style characterisation of dry SA Chenin blanc wine	Lindi van Niekerk Stellenbosch University
15:40	Summary and panel discussion	



WORKSHOP 5

FRIDAY 11 NOVEMBER 2011

Managing Wine Quality – Practical Hygiene and Logical Quality control

It is extremely common to see numerous wineries experience quality defects and unwanted aromas during winemaking. These wine defects can typically originate from internal (microbiological), external (chemical taints) factors or both. The topic for discussion will be the continuous quality issues during winemaking. This will include; an overview of re-fermentation problems following the unwanted phase-out use of Natamycin, the under-the-radar continuous TCA-taint defects; the age-old VA surprise in wine barrels and important wine research activities. This workshop is aimed at highlighting critical control points during winemaking in order to prevent a situation of crisis management. Specific attention will be given to basic QC procedures during winemaking, check points, general awareness and hygiene. This workshop is aimed at winemakers, quality controllers and for those who want to improve their wine quality.

CHAIRPERSON: Adriaan Oelofse

11:15	Welcome and workshop overview	Adriaan Oelofse, ThalesWCS
11:20	Microbial issues in Wineries	Maret du Toit, IWBT
11:40	The ghost yeast – <i>Zygosaccharomyces</i>	Heidi Schoeman, IWBT
12:00	Why is 'Brett' hard to control? Searching for answers	Sakkie Pretorius, AWRI

12:30-13:30 LUNCH

13:30	Inoculation strategies to reduce microbial spoilage	Sibylle Krieger-Weber, Lallemand
13:55	Alternative strategies to combat spoilage microbes	Charles Franz MRI - Karlsruhe
14:20	General awareness and QC in wineries	Cornea Cilliers, ThalesWCS

14:45-15:00 TEA / COFFEE

15:00	Comparison of stabilization methods on wine quality	Catrine de Villiers, Spier
15:20	Critical control en Preventative QC during winemaking	Quintus Willemse, Distell
15:40	Barrel hygiene - common concerns	Erina Cillie, ThalesWCS
16:00	Discussion	



WORKSHOP 6

FRIDAY 11 NOVEMBER 2011

ECONOMIC SUSTAINABILITY

It is a well-known fact that many primary wine grape producers find themselves in a cost-price squeeze due to the fact that their income has not kept up with the enormous increase in production cost. Although the gross income – which is determined by price and production – has increased marginally over the past few years, enormous cost increases have caused the net farming income (NFI) to decrease substantially, especially since 2004/5. There are three drivers that determine NFI, namely price, production (yield) and cost. It is very difficult to manage cost and price in today's economic times and it is therefore imperative that production is maximised and aligned according specific price points – without compromising grape quality – to ensure economic sustainability.

However, the current NFI (after total production cost) earned by producers is less than 2% of the retail selling price of wine. This clearly indicates that the rest of the value-chain also needs to be analysed to determine what is required to ensure economic sustainability from the vineyard to the shelf. Some costs throughout the value-chain are not necessarily absorbed by other role players and increases are mostly worked back to the primary producer. Due to producers' lack of bargaining power and the ever increasing control of most other role players, this phenomenon has grown over the past five to ten years.

The focus in this session will therefore be on short- and long-term viticultural practices, ways in which to optimise costs in the rest of the value-chain and determining the drivers thereof – all aimed at generating economic sustainability throughout the value-chain.

CHAIRPERSON: Gert van Wyk

11:15	Welcome and broad economic overview from the vineyard to the cellar.	Gert van Wyk, Agro Economist, VinPro
11:30	Financing growth and expansion: A banker's perspective.	Rico Basson, Regional Head Agriculture, FNB
11:55	Adapting long-term practices to optimise production and retain quality.	Leon Dippenaar Viticulturist, VinPro
12:30- 14:00	LUNCH	
14:00	Aligning short-term practices with specific price points: A case study.	Kalie Kirsten Primary producer, Stellenbosch
14:35	Optimising absorbed costs and costs that are passed on from the farm gate Manager, Bovlei Cellar	Herman le Roux Manager, Bovlei Cellar
15:10	Utilising the value-chain to secure economic sustainability	Philip Retief, CEO – Van Loveren
15:45	DISCUSSION	