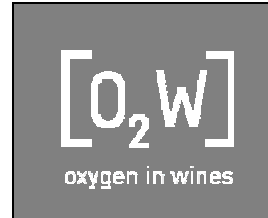


# PRESS RELEASE

For immediate release



## **Oxygen and Wine Quality: a Practical Approach to a Perplexing Topic** A discussion organised at the LIWF 2010 by O2inWines™

**Toulouse, France, (11th March 2010)** – On the 18th of May 2010, the international O2inWines™ association, will organise a discussion at the London International Wine Fair; key event for wine professionals. This conference will bring together players from the industry, for whom oxygen management is a strategic factor for implementing vinification and bottling procedures to maintain wine quality; The debates will be led by Jamie Goode, the well-known British wine author, journalist with the *Sunday Express* and whose wine blog [www.wineanorak.com](http://www.wineanorak.com) is one of the most popular on the net today. The aim of this event will be to explain, via pragmatic debate, the impact of oxygen on wine quality, from harvest reception to bottle opening by the consumer. It will also be the occasion to present the latest tools and technical solutions available to professionals for fighting against alterations in wine caused by oxygen.

Pasteur once said that: “oxygen can make or break a wine and its influence ages it”. Depending on the amount supplied, oxygen can lead to a deterioration in the wine’s quality and its sensory qualities; and in the worst case scenario can bring about reduction or oxidation phenomena...The association seeks to increase wine professionals’ awareness of these issues and provide them with practical solutions.

Discussion will be introduced by O2inWines™ president, Dr. Olav Aagaard, who will also outline the association’s role and objectives.

The conference will consist of:

**A technical side...** at different key production stages:

- **Dr. Andrew Markides**, Managing Director of Lallemand Australia – fermentation specialist
- **Pierre-Yves Bournérias**, Vinification Oenologist and consultant, Institut Œnologique de Champagne - effervescent wine production specialist
- **Dr. Stéphane Vidal**, Global Director Oenology at Nomacorc – post-bottling oenology specialist

They will look at the impact of oxygen during wine fermentation, oxygen management during maturing and on finished wine, and the development of bottled wine according to the type of

sealing product chosen. Efficient technical solutions will be presented. Recent studies and results from universities and research centres will also be communicated to the attending public.

**... and a consumer side**, with one of the leaders of the English supermarket sector, Sainsbury's, represented by two of its wine technologists:

- **Barry Dick**, oenologist, and
- **Clemency Yates**, oenologist

They will focus their discussion on the end product, explaining the strict specifications imposed on producers by distributors, and the consumer's awareness of this issue through the quality of the wine desired.

A question period in the second half of the session will permit the public to interact with the participants in the second half of the session.

The key issues addressed throughout the conference will be broadcast live on the following websites: [www.twitter.com/O2INWINES](http://www.twitter.com/O2INWINES) and <http://www.facebook.com/pages/O2INWINES/366700694802>

For further information, visit the website [www.O2inWines.org](http://www.O2inWines.org)

#### **Practical information**

Title: Oxygen and Wine Quality: A practical approach to a perplexing topic

Date: 18th May 2010, from 4pm to 5.30pm

Location: LIWF - ExCeL London, South Hall

Free admission – 200 seats available

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#### **About O2inWines™?**

O2inWines™ is an international non-profit association created in 2008 by top specialist wine industry companies (Nomacorc et Lallemand), and leading academics. It is today made up of suppliers and service providers in the wine industry, all leading innovators in their respective fields and heavily involved in oxygen management research. World-renowned researchers, also association members, are guarantors for the quality of the research programmes facilitated by the association. The objective of the association is to provide scientifically based solutions for oxygen management challenges in the wine industry. O2inWines™ is based in Toulouse.

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