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FOR IMMEDIATE RELEASE

Phenolics Session Highlights ASEV's Annual Meeting

DAVIS, Calif., May 1, 2006...An overview of the current research direction in grape and wine phenolics will be on display at the ASEV's 57th Annual Meeting on Wednesday, June 28th in Sacramento with distinguished speakers filling the program.

Honorary Research Lecturer Award Recipient Douglas O. Adams from the University of California, Davis, will open the session with his address on practical phenolics in analysis and extraction to complement reports of other informative studies related to phenolics and tannins. Adams, an internationally known researcher, will receive the recognition on June 28th at 8:30 a.m. for his research in tannins and phenolics. His most recent work addressed how insoluble components of the fruit, such as the cell wall matrix, influence tannin extraction during winemaking.

"It is a great honor to receive this recognition," said Adams. "It is reassuring to know that the ASEV continues to provide researchers like myself a platform to present ideas and exchange information with other colleagues. Events like ASEV's Annual Meeting are critical for creating dialogue between researchers and those who must transform research results into practice."

In addition, three reports on Pinot noir will be presented on the nature of binding tannins onto grape skins, light exposure on phenolics and changes in phenolics during extended maturity. Speakers will be Benjamin Myers of UC Davis, and Jessica Cortell and James Kennedy, both from Oregon State University, Corvallis.

Hildegarde Heymann of UC Davis will provide the keynote address on the application of multivariate methods to composition and sensory perception followed by a report to be presented

by Kirsten Skogerson of UC Davis on the prediction of anthocyanin and tannin concentrations during fermentations using UV-visible spectra.

Visit www.asev.org for more information on the Annual Meeting.