



February 2016

## Review of the Trust's activities

*Established in 2011 by the Directors of Wine Competition Ltd, Margaret Cresswell and Belinda Jackson, the Cresswell Jackson New Zealand Wine Trust has to date awarded over \$40,000 towards industry research.*

*The six recipients are incredibly varied and it is the belief of the Trustees that each will contribute to the ongoing success of the New Zealand wine industry.*

# cresswell jackson NZ wine trust

## REVIEW OF THE TRUST'S ACTIVITIES

### THE TRUST

The Cresswell Jackson New Zealand Wine Trust was established in 2011 to provide funding for the professional enhancement and continued success of the New Zealand wine industry.

The Trust is the beneficiary of unopened bottles of wine that are surplus from the competitions run by Wine Competition Ltd. The Trust then auctions these bottles of wine with proceeds forming the basis for grants.

### OBJECTIVES OF THE TRUST

The CJNZW Trust was established with two main objectives:

- To provide funding for educational purposes for the advancement of knowledge within the New Zealand wine industry.
- To provide funding for research projects that advance the knowledge within the New Zealand wine industry including oenological and viticultural practices.

These may include, but not be limited to:

- Quality improvement initiatives (for example viticultural, winemaking)
- Sales and marketing initiatives (for example product presentation, market intelligence)
- Technological initiatives (for example software development, mechanisation)
- Legal initiatives (for example intellectual property, international law)

### FUNDS DISTRIBUTED TO DATE

1) The first grant the Trust awarded was to scientist **Dr Wendy Parr of Lincoln University**. In collaboration with Adelaide-based Phil Reedman MW, the University of Burgundy in France as well as London University and Oxford University in the UK, the overall goal of the project is to provide sound, scientifically-based information concerning specific aspects of wine tasting and wine judging.

The study aims to investigate the influence of contextual variables on qualitative and quantitative aspects of sensory evaluations by testing whether wines are perceived as tasting 'different' under particular conditions.

- 2) The second was awarded to **Associate Professor David J Burritt of the Department of Botany at the University of Otago** to undertake research concerning the process of extracting phenolics during the winemaking process. Professor Burritt said, "The wine industry is incredibly important to the New Zealand economy. We are very grateful to receive this grant, which will be used to support our research investigating the potential for pulsed electric fields (PEF) technology to be used in the New Zealand wine industry."
  
- 3) The third successful application was from the **Centre for Science Communication, Stuart Professor of Science Communication, Lloyd Spencer Davis**, to look into how the industry can better communicate the positive part that science plays in the creation of quality wines. Professor Davis said, "I am thrilled to receive funding from the Cresswell Jackson New Zealand Wine Trust. This support will allow us to film key components of a documentary that showcases the science and innovation of the New Zealand Wine Industry."
  
- 4) The next grant was awarded to **Petra King Phd, Senior Lecturer in Viticulture at EIT** to continue to research the potential use of an anti transpirant spray at veraison to lower potential alcohol levels in wine. Petra said, "A big thank you for agreeing to make the funding contribution to our project. In the absence of funding from other sources, your decision has made the difference between having to terminate the study or its continuance. We will be able to answer questions posed by last year's results as well as investigate seasonal influences on the treatments."
  
- 5) **Mike Trought, Principal Scientist at Plant and Food** was awarded funding to support the research of management and environmental factors determining thiol concentration in Sauvignon Blanc – an important factor in delivering aroma.
  
- 6) The inaugural **International Sauvignon Blanc Celebration** was held in Marlborough the first week of February and the Trust was pleased to support an application by the organising committee to support the costs of one of the international speakers.

In conclusion, we continue to monitor the above initiatives while at the same time, extending our reach to ensure that as many relevant institutions as possible know of the Trust's existence and can therefore apply for funds. It is our desire to encourage applications and award those that meet the criteria, within four weeks of receipt.