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**ILLINOIS WINE AND GRAPE PROFESSIONALS CONVENE TO CELEBRATE THRIVING
INDUSTRY AT IGGVA CONFERENCE AND TRADE SHOW**

*Illinois Grape Growers and Vintners Association to host state's premier wine education and
networking forum Feb. 19-21 in Springfield*

CHICAGO – The Illinois Grape Growers and Vintners Association (IGGVA) will host the annual **IGGVA Conference and Trade Show**, Feb. 19 – 21 at the Hilton Hotel in Springfield. The conference will be attended by more than 225 industry professionals from around the state in a celebration of Illinois' booming wine industry.

"Illinois' wine and grape industry has continued to see impressive success with the addition of new wineries and vineyards and a significant number of award-winning wines in 2008," said Paul Hahn, president, IGGVA. "At this year's conference we are excited to welcome the assemblage of high-caliber, internationally recognized speakers who will celebrate our industry's accomplishments and assist us in assessing our future outlook."

Conference attendees will have the unique opportunity to hear from wine expert, Dr. Ann Noble, who will host an all-day workshop offering the techniques of her signature invention, the Wine Aroma Wheel. The workshop will demonstrate Dr. Noble's methods for accurately tasting and describing the complexity and details of wine flavor.

Additional Conference Highlights

The conference will highlight three educational tracks, Viticulture, Marketing and Enology, that will help attendees make the most of their conference experience. Each program will offer a variety of knowledgeable industry speakers who will provide the tools and information needed to enhance their personal businesses while stimulating industry growth. Highlights include:

- **Dr. Ann Noble**, Professor Emerita, University of California at Davis, and creator of the Wine Aroma Wheel, who will present a full-day workshop on wine sensory evaluation;
- **Steve DiFrancesco**, Sparkling Wine Production Specialist, Glenora Wine Cellars (Enology);
- **Ron Brase**, California AgQuest Consulting (Viticulture);
- **Imed Dami**, assistant professor, Extension Viticulture, The Ohio State University (Viticulture);
- **Keith Powell**, speaker and marketing expert (Marketing);

Throughout the conference, attendees are encouraged to explore the adjacent tradeshow where nearly 30 enology and viticulture vendors will be on hand to teach, discuss and answer questions about their services and offerings.

The conference will conclude on Saturday, Feb. 21, with an elegant banquet prepared by Hilton Springfield Executive Chef Doug Burgess; the four-course gourmet meal will be expertly paired with winning wines from the Illinois State Fair Wine Competition. During this event, IGGVA will also honor the individuals whose major achievements and contributions have established them as industry leaders in the promotion of Illinois' wine industry. An auction of Illinois wine and vineyard items will follow.

For a complete conference schedule and list of speakers, or to register for the **2009 Illinois Grape Growers and Vintners Association Conference and Tradeshow**, visit www.illinoiswine.com, or call **217-524-0587**.

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About Illinois Wine

Featuring more than 86 wineries and approximately 450 grape growers across the state, the Illinois wine industry produces 500,000 gallons of wine per year and creates an annual economic impact of more than \$250 million. From friendly vintners and affordable prices to unique varietals and award-winning wines, Illinois provides a sophisticated, yet approachable, wine country experience. For more information, please visit www.illinoiswine.com.

About Illinois Grape Growers and Vintners Association

The Illinois Grape Growers and Vintners Association (IGGVA) is a nonprofit organization dedicated to developing the viticulture and enology interests of Illinois through information exchange and cooperation among Illinois grape producers and vintners.