

## Technical Conference on "Diversity in Soil and Wine" #3

Grapevines grow in soil, and that soil plays a significant role in shaping the quality and sensory profile of the wines produced from them. But what role does the vintner play in making the soil tangible and tasteable, i.e. transparent, in the wine glass? And what impact do viticultural methods, climate change and cellar techniques have on the sensory presentation of the terroir? Restaurateurs, sommeliers, retailers, and winemakers are all invited to join the third edition of this conference, a mix of seminars and excursions to be held on 26 - 27 June 2017. The event will be hosted by the DLR Rheinhessen-Nahe-Hunsrück, Rheinhessenwein e.V. and the GENUSS Werkstatt Köln. Experts from Bordeaux, Geisenheim, Neustadt, Würzburg and Switzerland, as well as the State Office for Geology and Mining for Rheinland-Pfalz, will join top winegrowers in an attempt to untangle the complicated connections between soil and wine diversity.

The event will be held in the Dienstleistungszentrum Ländlicher Raum (DLR) - Rheinhessen-Nahe-Hunsrück, Wormser Straße 111, D-55276 Oppenheim.

# PROGRAM

**Monday, 26 June 2017**

## Opening

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9:45 am Welcome Address by Otto Schatzel  
Dienstleistungszentrum Ländlicher Raum - Rheinhessen-Nahe-Hunsrück

## Block 1: Understanding Climate and Soil | 10:00 am -1:00 pm

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10:00 am **Potential influences of climate change on terroir characteristics**  
Dr. Hans Reiner Schultz, Geisenheim University

10:50 am **Understanding and managing of different terroirs**  
Dr. Cornelis Johannes (Kees) van Leeuwen (Viticulture Manager at Chateau Cheval Blanc), Bordeaux

11:30 am **How does minerality define terroir?**  
Jean-Claude Hofstetter, geologist, Switzerland

11:50 am **Exploring a shared sensory definition of "minerality"**  
Dr. Ulrich Fischer, Institute for Viticulture and Enology, DLR - Rheinland-Pfalz

12:10 pm **Minerality | Salinity | Acidity - Tasting the influencing factors**  
Dr. Ulrich Fischer, Christina Fischer, GENUSS Werkstatt Köln (Tasting)

Lunch break from 1:00 - 2:00 pm

## Block 2: The Influence of Terroir | 2:00 - 3:45 pm

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2:00 pm **Silvaner and terroir – Which factors most significantly influence this variety?**  
Hermann Mengler, Unterfranken District, Director of Consulting for Viniculture and Cellar Technique (Tasting)

2:45 pm **Classification of vineyard soils - Large-scale vineyard soil map of the Rheinland-Pfalz**  
Dr. Ernst-Dieter Spies, State Office for Geology and Mining of Mainz

3:00 pm **Muscadet and terroir | How much terroir can you still see after 14 years?**  
Dr. Ulrich Fischer, DLR-Rheinpfalz, and Christina Fischer, GENUSS Werkstatt Köln, Bernd Kreis, Stuttgart

3:10 pm **Riesling and terroir: Just how transparent is terroir in premium mature wines? (tasting)**  
Dr. Ulrich Fischer, DLR – Rheinpfalz, and Christina Fischer, GENUSS Werkstatt Köln  
"Michaelsberg", Stefan Sander, "Morstein", Philipp Wittmann, "Heerkretz", Daniel Wagner, "Pettenthal", Johannes Hasselbach

Coffee break from 3:45 – 4:15 pm

## Block 3: Terroir and the Human Influence | 4:15 - 6:00 pm

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4:15 pm **The influence of cellar techniques on terroir**  
Extended maceration | Fermentation | Natural wines | Orange wines | Quevris  
Dr. Monika Christmann, President of the OIV, Geisenheim University

5:00 pm **Impact of different terroirs on the dynamics of microorganisms during spontaneous fermentation (EU Microwine Project) - (tasting)**  
Kimmo Siren, Finland, Institute for Viticulture and Enology, DLR - Rheinland-Pfalz

5:30 pm **Does barrel maturation obscure terroir in white wines? (tasting)**

6:00 pm Conclusion of afternoon events

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#### **Block 4: Terroir-ists at Rest | 7:00 – 11 pm**

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**Return to hotels, quick check-in!**

6:00 pm **Aperitif and "check'in out" with MAXIME HERKUNFT RHEINHESSEN**  
⇒ The winegrowers of Maxime Herkunft Rheinhessen will be presenting their Ortsweine, organized geographically. While these bottles reflect diverse soils, climate also plays a critical role here as well.

7:00 pm **BBQ with terroir-wurst... and rendezvous with Rieslings from MAXIME HERKUNFT RHEINHESSEN and individual terroir-driven wines.**  
⇒ Each seminar participant is requested to bring a favorite "liquid" terroir to the tasting.

#### **Tuesday, 27 June 2017**

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#### **Block 5: Terroir in marketing | 9:00 am – 1:30 pm**

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9:00 am **Making sense of terroir | A wine journalist's view**  
Lars Daniels, Netherlands

9:30 am **Terroir cannot stand alone | The need for a quality-based, origin-delineated classification system**  
Bernd Wechsler, DLR Rheinhessen-Nahe-Hunsrück, Oppenheim | Director of Center of Excellence for Wine Marketing and the Wine Market

10:00 am **The influence of terroir on sparkling wine (tasting)**  
Volker Raumland, Sekthaus Raumland, Flörsheim-Dalsheim

**Coffee break from 10:30 – 11:00 am**

11:00 am **Conveying terroir in international marketing campaigns:**  
Martin Kössler, Weinhalle Nürnberg  
Steffen Schindler, Marketing, Deutsches Weininstitut  
Thomas Curtius, Weinakademiker

12:00 pm **The taste of the soil in wine – examples of terroir-driven wines from around the world**  
Christina Fischer, Sommelière, GENUSS Werkstatt Köln  
Dr. Ulrich Fischer, Center of Excellence in Wine Research

**Lunch 1:30 - 2:30 pm**

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#### **Block 6: Excursion | 2:30 – 5:00 pm**

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2:30 pm Departure for Roter Hang vineyards with private and shared cars

3:00 pm **Tour of the Roter Hang vineyards**  
Dr. Ernst-Dieter Spies and Dr. Ulrich Dehner, State Office for Geology and Mining of Mainz  
Soils of the Roter Hang vineyards (red clay soils) and terroir presentation of wines from Roter Hang vintners

5:00 pm Conclusion of the excursion

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<b>Technical Conference on "Diversity in Soil and Wine" #3</b>	for sommeliers, restaurateurs, wine academics, specialized retailers and winegrowers
<b>Technical Conference</b>	
<b>Location:</b>	Auditorium of the Dienstleistungszentrums Ländlicher Raum (DLR) - Rheinhessen-Nahe-Hunsrück Wormser Straße 111 D-55276 Oppenheim
<b>Dates:</b>	Monday & Tuesday 26 – 27 June 2017
<b>Registration and Information:</b>	<a href="http://www.genuss-werkstatt.net">www.genuss-werkstatt.net</a>
<b>Contact:</b>	GENUSS Werkstatt Köln Christina Fischer and Jörg Jasper Phone: +49 (221) / 310 847 0 <a href="mailto:Christina.Fischer@genuss-werkstatt.net">Christina.Fischer@genuss-werkstatt.net</a> <a href="mailto:Joerg.Jasper@genuss-werkstatt.net">Joerg.Jasper@genuss-werkstatt.net</a>
<b>Price:</b>	<b>245 €</b> Single day admission including tasting, seminars, grilled "terroir-wurst" as well as excursion ( <u>note: accommodation not included</u> )
<b>Rebate for WEINAKADEMIKER:</b>	<b>220 €</b> NOTE: A block of rooms has been reserved for up to 40 participants. Please mention the event when making your reservation.
<b>For the evening:</b>	<b>BYOB:</b> Please bring along a bottle of your favorite "terroir-forward" wine to help stimulate conversation at the social gathering.
<b>Overnight accommodations:</b>	The <b>list of hotels with reserved blocks of rooms</b> can be found on our website until <b>30 April 2017</b> . Please reference "Boden und Wein #3" when reserving. <a href="http://www.genuss-werkstatt.net">www.genuss-werkstatt.net</a>
<b>Registration:</b>	<a href="http://www.genuss-werkstatt.net">www.genuss-werkstatt.net</a>  Conference admission fee € 245 <b>Important: Your registration will only be confirmed upon receipt of payment!</b>
<b>Excursion:</b>	<b>For planning purposes, please let us know whether you will be taking part in the excursion.</b>  <input type="checkbox"/> conference only / no excursion <input type="checkbox"/> conference with excursion

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