

Pinot Noir & Identity Symposium
St Cross College, University of Oxford

Programme

- **All plenary sessions to be held in St Cross West Wing Lecture Theatre**
 - **For presentation venues see program below**

DAY 0 Wednesday 9 July 2025

14.00 Visit to Hundred Hills Vineyard and tasting. Pre-booking required. Bus transport provided.

DAY 1 Thursday 10 July 2025

08.00 Registration opens at St Cross College, St Giles, Oxford

09.00 Welcome and Acknowledgements - Jacqueline Dutton

09.15-10.15 Plenary Session 1

Keynote Address

Elaine Chukan Brown - Pinot Noir without Burgundy
Chair: Jacqueline Dutton

10.15-11.00 Plenary Session 2

Pinot Noir – Prompts and Provocations
Chair: Jacqueline Dutton

- Pinot Noir: Place – Olivier Jacquet
- Pinot Noir: Plants – Marion Demossier
- Pinot Noir: People – Jennifer Smith Maguire
- Pinot Noir: Prompts and Provocations – Jacqueline Dutton

11.00-11.10 Short Break

11.10-11.30 Plenary Session 3

Pinot Noir and Identity – Steve Charters MW

11.30-12.30 Plenary Round Table 1

Pinot Noir – Markets and Marketing

Chair: Mark de Vere, MW

- Pauline Vicard, Co-founder and Executive Director, Areni Global
- Lara Agnoli, Burgundy Business School
- Mark Savage MW, Savage Selection Wines (UK)

12.30-13.30 Sandwich lunch in the West Wing (tbc)

13.30-14.30 Presentations # 1

Stream A: Creating Identities – Representing Pinot Noir <i>Chair: Graham Harding</i>	Stream B: Producing Identities – Making Pinot Noir <i>Chair: Marion Demossier</i>	Stream C: Consuming Identities – Commercial Pinot Noir <i>Chair: Jennifer Smith Maguire</i>
<p>Framing Pinot Noir <i>Venue: Lecture Theatre</i></p> <ul style="list-style-type: none"> • Meg Maker: What We Talk About When We Talk About Pinot Noir • Dariusz Galasinski & Jan Andrzejewski: The Relationship Wine: Representations of Pinot Noir in Public and Individual Discourses • Anna-Mari Almila & David Inglis: Intersecting Pinot Noir: Applying Sociological Secateurs to a Grape Varietal (Which Doesn't Deserve Such Ignominy) 	<p>Cultivating Character: The Science Behind Pinot Noir's Complexity <i>Venue: Seminar Room</i></p> <ul style="list-style-type: none"> • Pangzhen Zhang: Interaction of Rootstock and Soil Microbiome on the Performance of Vitis vinifera L cv. Pinot Noir at Mornington Peninsula Wine Region, Australia • Erna Blancquaert, LA Orselli & JM Ricardo-da-Silva: Impact of Environmental Conditions on the Secondary Metabolite Evolution in Vitis vinifera. L. cv. Pinot Noir Grapes Under Cool Climate Conditions in South Africa • Neal Hulkower: Whole Cluster Fermentation of Pinot Noir in the Willamette Valley 	<p>Global Trade and Competition <i>Venue: St Cross Room</i></p> <ul style="list-style-type: none"> • David Priilaid, Nicolas Depetris-Chauvin, Antoine Pinède: Global Pinot Noir: A Preliminary Assessment of Competitiveness Among Wine Firms within Three Countries • Efi Vasileiou, Lara Agnoli, J. François Outreville: Cultural Influences on Preferred Export Destinations for Burgundy Pinot Noir • Jochen Heussner and Jon Hanf: Same but Different - Differentiating South Tyrol's Pinot Noir through Signalling and Screening Mechanisms

14.30-15.30 Presentations # 2

Myth, Mysticism and the Sacred <i>Venue: Lecture Theatre</i>	Economics and Entrepreneurs <i>Venue: Seminar Room</i>	Consumer Perceptions <i>Venue: St Cross Room</i>
<ul style="list-style-type: none"> • Judy O'Kane: The Poetry of Pinot Noir • Marion Lieutet: Pinot Noir, a Contemporary Myth • Peter Howland: Pinot Priests, Pilgrims and Palooza: From the Sacred to the Profane? 	<ul style="list-style-type: none"> • Julian Alston & Sarah Whitnall: Splendide Mendax Redux: Is Pinot Noir Different? • Philippe Masset & Victor Motta: The economics of elegance: tasting profile, ratings, and pricing of Pinot Noir across wine regions • Theo Grischko, Didier Grandclaude & Coralie Haller: Study of the Entrepreneurial Ecosystem 	<ul style="list-style-type: none"> • Yasmine El Alami-Pinzon, Dinorá Floriani, Mariana Bassi-Suter & Beatrice Maria Zanellato Fonseca Mayer: Perceptions of the Identity of Pinot Noir Made in Brazil • Capucine Dentraygues & Jon Hanf: German Consumer Preferences for Pinot Noir: A Means-End Chain Perspective

	in Alsace Vineyards: Recognising Pinot Noir Under the Alsace Grand Cru Appellation The Case of the Vorbourg Grand Cru	<ul style="list-style-type: none"> Nicolas Depetris-Chauvin, Maria-Pilar Sáenz-Navajas, Heber Rodrigues, Dominique Valentin, Ernesto Franco-Luesma & Vicente Ferreira: Effect of Asian Wine Consumers' Mental Representations in Sensory Perception and Acceptability of Pinot Noir Wines from Switzerland, France, Argentina and Brazil
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15.30–16.00 Afternoon tea break

16.00–17.00 Presentations # 3

Pinot Noir Across Borders <i>Venue: Lecture Theatre</i> <ul style="list-style-type: none"> Nikolai Siimes: Becoming Pinot Noir: assembling regional identity in Central Otago and Hemel-en-Aarde Vincent Fournier: Rationale for Specialising in Pinot Noir in the Okanagan Valley, Canada Danila Ivanov: The Unreaching Idea of Russian Pinot Noir in Three Modes: 'As-If', 'Not-Yet' & 'Already-Not' 	The Many Faces of Pinot Noir <i>Venue: Seminar Room</i> <ul style="list-style-type: none"> Dominic Buckwell: The Ageworthiness of Still Red Pinot Noir wines Judith Boyle: The Role of Pinot Noir in Shaping Sparkling Wine Production: A Reflection Enno Lippold: Spätburgunder Wunder 	From Screen to Glass <i>Venue: St Cross Room</i> <ul style="list-style-type: none"> Kyuho Lee & Xiaoyu Feng: Exploring the Impacts of Technology on Younger Chinese Consumers' Pinot Noir Consumption Camilo Pena Moreno & Avi Shankar: Exploring Pinot Noir's perceptions of authenticity from production to consumption
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17.00–18.00 Plenary Round Table 2

Pinot Noir – Sensory Identity <i>Chair: Elaine Chukan Brown</i> <ul style="list-style-type: none"> Pascaline Lepeltier, MS and Meilleur Ouvrier de France Qian Janice Wang, University of Copenhagen Jordi Ballester, Université de Bourgogne

18.00–18.15 Day 1 Wrap Up - Graham Harding, Marion Demossier, Jennifer Smith Maguire

18.15 Close Day 1 Presentations

19.30–20.00 Sparkling tasting and pre-dinner drinks

20.00–22.00 Symposium Dinner, St Cross College Hall
(dietary preference tickets to be collected in advance during pre-dinner drinks)

DAY 2 Friday 12th July 2025

09.00-10.00 Plenary Session 4

Keynote Address

Jasper Morris MW

Chair: Steve Charters MW

10.00-11.00 Plenary Round Table 3

The Impact of Climate Change on Pinot Noir Identity

Chair: Marion Demossier

- Alistair Nesbitt, CEO, Vinescapes
- Régis Gougeon, Institut Universitaire de la Vigne et du Vin (Burgundy)
- Belinda Kemp, Group Leader, NIAB Wine Innovation Centre (UK)

11.00-11.10 Short Break

11.10-12.00 Plenary Session 5

Lallemand Pinot Noir Project tasting with Ann Dumont and Junior Vianna MW (St Cross Common Room)

12.00-13.00 Sandwich lunch in the West Wing (tbc)

13.00-14.00 Presentations # 4

Stream B: Producing Identities – Making Pinot Noir <i>Chair: Julian Alston</i>	Stream A: Creating Identities – Representing Pinot Noir <i>Chair: Peter Howland</i>
Legal, Tech & Governance <i>Venue: Lecture Theatre</i> <ul style="list-style-type: none">• Tilman Reinhardt & Alessandro Monaco: The Legal Identity of Pinot Noir – Between Genetic Realities and Economic Imperatives	The Many Roots of Pinot Noir <i>Venue: Seminar Room</i> <ul style="list-style-type: none">• Jean-Pierre Garcia: Origin and Identity of Pinot of Burgundy

<ul style="list-style-type: none"> • Clinton L. Neill & Abby Shalekbriski: Terroir and Tradition: Navigating Polycentric Governance in Pinot Noir's Global Identity • Lara Agnoli, Florian Humbert, Efi Vasileiou, Federica DeMaria: Pinot Noir Producers Facing Biotechnology and Plant Innovation for Sustainability: The Case of Burgundy 	<ul style="list-style-type: none"> • Julie McIntyre: Australia's Pinot Noir Mothervine (MV6): Creating Historical Capital in a Settler-Colonial Wine Industry • Claude Chapuis: Berligou, the Breton Version of Pinot Noir
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14.00-15.00 Presentations # 5

	Stream C: Consuming Identities – Commercial Pinot Noir
<p>Pinot Noir in a Changing Climate: Adaptation, Resilience, and Forecasting Climate <i>Venue: Lecture Theatre</i></p> <ul style="list-style-type: none"> • Fengxia Shi & Haiyan Song: The Impact of Pinot Noir on Climate Change and Identity: A Narrative Literature Review • Régis Gougeon, Sébastien Nicolas, Benjamin Bois, Philippe Schmitt-Kopplin: Pinot Noir forecast: Climate mediated metabolomics profile of Pinot Noir grape juices • Alistair Nesbitt, Steve Dorling, Kerrie Lyons: Building Climate Change Resilience in Pinot Noir Grower Communities Through Knowledge and Data Exchange: A Research Proposal 	<p>Storytelling and Narratives <i>Venue: Seminar Room</i></p> <ul style="list-style-type: none"> • Graham Harding: 'The most perfect of all known wines': Burgundy in Britain from 1730s to 1930s • Agnes Csiba-Herczeg: How Does Wine Tell a Story? The Consumer Narratives of Pinot Noir • Isabel Kottmann & Jon Hanf: The Impact of Pinot Noir on the Ahr Valley's Brand Identity

15.00-15.30 Afternoon tea break

15.30-16.30 Presentations # 6

<p>Pinot Noir and Climate Transition <i>Venue: Lecture Theatre</i></p> <ul style="list-style-type: none"> • Alvaro Peña-Neira, Cristina Ubeda-Aguilera, Mariona Gil i Cortiella, Karinna Estay, Claudio Pastenes & Marco Garrido: Chemical and sensory profiling of Chilean Pinot Noir wines: a comparative study of traditional and emerging cool-climate regions • Jo Fountain: Climate Change Vulnerabilities and Adaptive Responses in the Wine Industry: Implications for Pinot Noir in Two Emerging Wine Regions 	<p>Pinot Noir at the Restaurant <i>Venue: Seminar Room</i></p> <ul style="list-style-type: none"> • Oliver Fletcher: Sommelier & Buyer, Climat Restaurant in Manchester • Neo Ligaraba, Aaron Koopman & Njabulo Tshabalala: Humanoid Robots as Storytellers: Preserving and Sharing the Cultural Heritage of Pinot Noir in Fine Dining Restaurants • Albert Franz Stöckl, Markus Walter Eitle & Antonia Louka: The Role of Pinot Noir in the German 3* Michelin restaurants
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| <ul style="list-style-type: none">• Colleen C. Myles: 'Just because you can, doesn't mean you should' and Other Stories of Pinot Noir in Texas | |
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16.30-17.30 Plenary Round Table 4

Making Pinot Noir Identities

Chair: Pauline Vicard

- Nigel Greening, Felton Road Wines (New Zealand)
- Emma Rice, Consultant Winemaker (previously Head Winemaker at Hattingley Valley (UK)
- TBC (Burgundy)

17.30-17.45 Day 2 Wrap Up - Julian Alston and Peter Howland

17.45-18.00 Closing Thanks

18.00-19.30 Convivium (St Cross Common Room)

DAY 3 Saturday 13th July 2025

09.30-09.45 Tea and coffee (luggage storage available if required)

09.45-11.00 Pinot Futures Workshop 1 (St Cross Large Seminar Room)

11.00-11.20 Morning break

11.20-12.20 Pinot Futures Workshop 2 (St Cross Large Seminar Room)

12.20-13.00 Reporting, Working Groups, Funding, Timelines, Next Steps

13.00-14.00 Lunch (type and venue tbc)

14.00 Close of Symposium