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For Immediate Release

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Dr. Dawn Chapman, Project Leader at The NFL, Wins Prestigious Award for Groundbreaking Research Paper

(Dublin, CA)- It is a long held belief in the wine industry that crop yield is closely tied to wine quality, the thought being that low crop yield results in finer quality wines. Dr. Dawn Chapman is rocking conventional thoughts with her recent publication, *Sensory Attributes of Cabernet Sauvignon Wines Made from Vines with Different Crop Yields*, published in the American Journal of Enology and Viticulture. Chapman's research suggests that reduction of Cabernet Sauvignon crop yield by pruning decreases potentially desirable wine aromas and flavors, while reduction of crop yield by deficit irrigation increases potentially desirable wine aromas and flavors and the reduction of crop yield by summer cluster thinning has little effect on wine aromas and flavors. Some of these results are in contrast to traditional industry thinking.

Chapman's paper was chosen as the best viticulture research paper in 2005 by the American Society for Enology and Viticulture (ASEV). The research generated so much interest that last month's Recent Advances in Viticulture and Enology (RAVE) conference at the University of California in Davis was centered around this award winning paper and its controversial message. Kay Bogart, the president of the Trellis Alliance, which organized the RAVE conference, stated that the RAVE conference was "the biggest it has ever been and it is all because of the work [Dawn] did, so it's exciting."

Dr. Chapman, now a Project Leader in the Sensory Research department at The National Food Laboratory, Inc. (The NFL), will be presented with her award at the ASEV annual meeting in June. Dawn came to The NFL in April of 2004 after finishing her Ph.D. at UC Davis. She brings the same

high level of creativity and energy to her work at The NFL. Her responsibilities include project management, leading sensory panels, and working with numerous Fortune 100 food companies on descriptive analysis projects.

ABOUT THE NFL: The NFL is a contract research and development facility specializing in Consumer and Sensory Research, Product & Process Development, Chemistry and Microbiology for food and food related industries. With all these integrated resources under one roof, they help their clients get new products to market faster and make protecting their existing brands easier. Visit them at www.TheNFL.com or call them at 925-828-1440.

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