

**Wine Flavor 101B: Factors That Impact Wine Flavor and Mouthfeel**  
**February 21, 2019**  
**The UC Davis Conference Center**

8:00-9:00: Registration and Coffee with Pastries

9:00-9:10: Welcome: *Anita Oberholster, Extension Specialist in Enology, UC Davis  
Viticulture & Enology*

9:10-9:50: Understanding Sensory Perception of Wine: *Elizabeth Tomasino, Professor, Oregon State University, Food Science and Technology*

9:50-10:30: Wine Mouthfeel and the Mouthfeel Wheel: *Anita Oberholster*

10:30-10:45: Break and wine distribution

10:45-11:20: TASTING Wines from Light- to Full-bodied; Applying the Mouthfeel Toolkit:  
*Anita Oberholster*

11:20-11:50: Using Tribology to Measure the Mouthfeel of Wine - *Andrew Waterhouse,  
Professor, UC Davis Viticulture & Enology, and Director, Robert Mondavi Institute*

11:50– 12:50: LUNCH

12:50-1:30: The Aroma of Wine - It's Complicated! *Elizabeth Tomasino*

1:30-2:15: Cracking the Code: Using Sensory Science to Connect Winemakers with  
Consumers – *Rebecca Bleibaum, President/Chief Sensory Intelligence, Dragonfly  
Sensory & Consumer Insights, Inc.*

2:15-2:30: Break and wine distribution

2:30-3:30: Winemaker Panel and TASTING – Optimizing Mouthfeel: *Elizabeth Vianna,  
Chimney Rock; Geneviève Janssens, Robert Mondavi Winery; Harry Hansen, Sterling  
Vineyards*

3:30-3:35: Final Comments and Adjournment – *Anita Oberholster*