



You taste with your mouth and smell with your nose or do you? Could it be that it's all in the mind? Indeed, neuroscience tells us that in reality the brain is the organ of sensory analysis: it receives chemical messages from nose and mouth about tastes and aromas, and combines them with your past experiences and knowledge to create a unique personal experience. How is it that the wonderful sensory world of tastes and smells arises from the activity of nerve cell in your brain? Might it be possible to train one's sensory abilities to distinguish tastes and smells with greater sensitivity, clarity and pleasure, as a recent brain scanning study conducted by the Santa Lucia Foundation (Rome) suggests? Questions like these are especially important to anyone interested in learning about wine. The ability to compare a fine wine with your memories of previous wine experiences, and the ability to discern subtle differences in tastes and aromas are at the core of wine appreciation.

No scientific background is required to enjoy this exciting symposium on wine and mind, which is of interest to scientists and the lay public alike; most important is an interest in and love of wine. Leading world scientists will present their findings in comprehensible language, supplemented with a guided wine tasting. E.G. Jones is a world authority in neuroscience. L. Bartoshuk is a leading researcher on genetic variation in taste perception and taste disorders. A. Noble is an internationally renowned expert in the areas of sensory and chemical analysis of wine flavor. E. Rolls is a leading researcher in memory and emotion in relation to olfaction and taste. J. K. Mai edited the most comprehensive atlas of the human brain available. J. Price and T. Pritchard are experts in anatomy and physiology of chemical senses. This symposium will surely provide any wine lover with mental stimulation and food for thought!

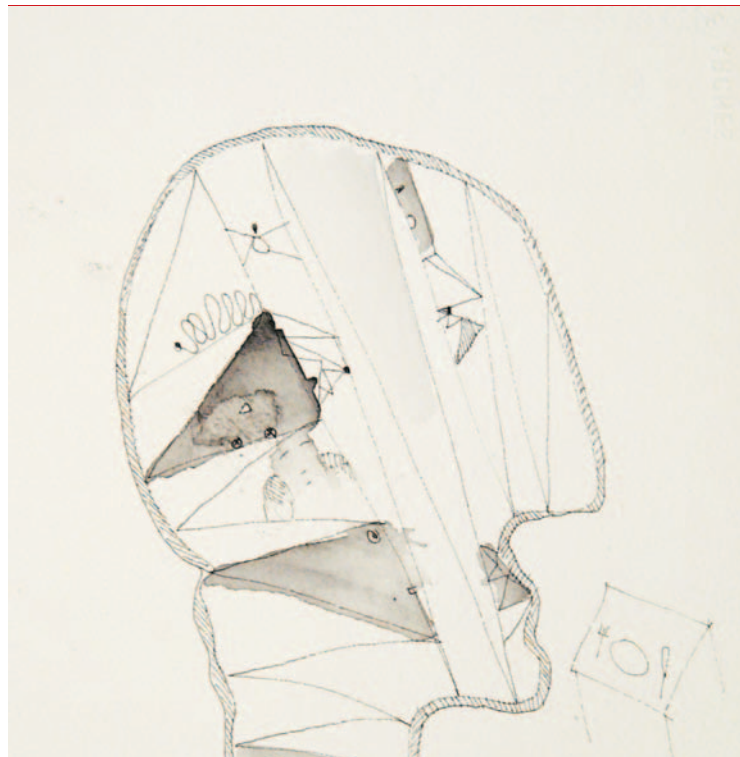


Illustration: Michael Auth

Information:
www.copia.org
www.3beegroup.com

Registration Fee:

Day 1 and day 2 morning:

- General \$ 125
- COPIA members \$ 100
- Special registration fee for students, info 888-51-COPIA

Wine tour day 2 afternoon: \$ 35

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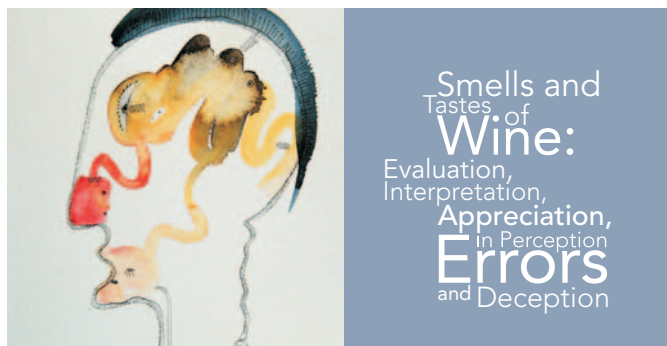
Symposium, 14th-15th May, 2005
COPIA, Napa, CA

**Wine &
 the Mind**



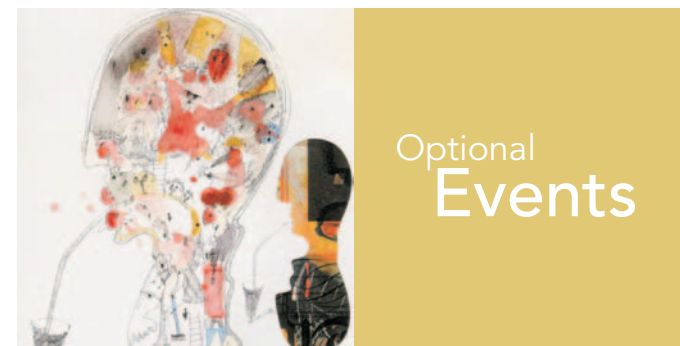
May 14, 2005 a.m.

9.00	Greetings: Peter Marks, Curator of Wine, Copia Dr. Dario Cartabellotta, Assessorato Regionale Agricoltura e Foreste, Sicily Region, Italy Dr. Roberto Falaschi, Italian General Consul, San Francisco, CA
9.15	Keynote: Training the brain for greater pleasure Prof. Edward G. Jones, University of California, Davis, CA
9.50	Your brain: An introduction Prof. Jürgen K. Mai, H.-Heine-University, Düsseldorf, Germany
10.15	Taste: From the mouth to the brain Prof. Thomas C. Pritchard, Pennsylvania State University, Hershey, PA
10.45	Break
11.00	Smell: From the nose to the brain Prof. Joel L. Price, Washington University, St. Louis, MO
11.30	Emotion and the senses Prof. Edmund T. Rolls, University of Oxford, Oxford, UK
12.00	Lunch box in the gardens



May 14, 2005 p.m.

1.25	Introduction for the afternoon Dr. Vincenzo Colombo, Director Western USA-ENIT, Los Angeles
1.30	Genetic variation in the perception of foods and beverages Prof. Linda Bartoshuk, Yale University, New Haven, CT
2.00	Wine: Describing the indescribable Prof. Emerita Ann C. Noble, University of California, Davis, CA
2.30	Learning to tell the differences. The role of attention in sensation Prof. George R. Mangun, University of California, Davis, CA
3.15	Sicilian wine: Tradition, terroir and taste. How they create flavour Prof. Nicola Trapani, Istituto Tecnico Agrario, Marsala, Italy
3.45	An opportunity to train your brain: Italian wine and california italian varieties Peter Marks and Italian/Californian oenologist discuss the similarities and differences in wines made from similar or identical grapes
4.15	Round table discussion/Q&A Chairman: George R. Mangun, University of California, Davis, CA -Plasticity of our hedonistic senses -The flavour of the Mediterranean diet: What makes it world famous? -How the senses can be fooled -Preference trends in tastes and smells
5.30	Wine testing reception



May 15, 2005

10.30 -11.10	Stroll the Wine Gardens <i>Interactive tours</i> See and smell the connections between wine varieties and garden flowers, produce and herbs that describe and compliment them. Enjoy the sensory experiences of wine and food pairings, smelling stations, and guided tastings set in Copia's Kendall-Jackson Wine Estates Red Wine Garden and Maggetti White Wine Garden. Note: space is limited. Participants will be assigned to a group.
11.20 -12.00	Sampling Sicilian Wine and Food <i>Guided tastings</i> The rich aromas of Sicily will captivate and enliven as we sample the wines and the foods that come from this island paradise. Known for unusual grapes such as Nero d'Avola and Cataratta and sweet wines like Marsala and Passito di Pantelleria, the region owes as much of its cuisine to North Africa and the Levant as it does to Rome. Enjoy 4 wines and a variety of food tastes as Copia goes Sicilian. Note: space is limited. Participants will be assigned to a group.
Afternoon (ticket separately)	Wine tasting in Napa Valley Exclusive visits and tastings at Napa Valley wineries not normally open to the public. (Wineries to be announced.) Space is limited