

MEDIA RELEASE

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SCIENCE AFTER DARK LECTURE SERIES

Lecture discussing “The Science of Wine and Cheese”

San Luis Obispo, CA – (immediate release) The Central Coast STEM Collaborative (CCSTEM), will continue its ongoing informal, educational lecture series “Science After Dark” at 6:30pm, Nov. 12, 2014, at Luis Wine Bar in San Luis Obispo. The series is scheduled for the second Wednesday of every month through June, 2015. Visit www.ccstem.org for details of future topics and locations.

Dr. Rafael “The Big Cheese” Jimenez of Cal Poly’s Dairy Products Technology Center returns to Science After Dark, accompanied by Dr. Marianne Wolf, Professor of Wine Business and Head of the Cal Poly Wine and Viticulture Department, to give a talk on the biochemistry of wine and cheese. Let your taste buds be the judge when we pair complementary Cal Poly cheese with Cal Poly wines available for purchase at Luis Wine Bar.

Dr. Jimenez is an internationally renowned Dairy Scientist with 20+ years of experience in the areas of dairy foods and milk biology and chemistry. He is currently senior editor of the dairy foods section of the Journal of Dairy Science and is a member of the board of directors of the American Dairy Science Association.

Dr. Wolf earned her B.A., M.A. and Ph.D. at Johns Hopkins University in Economics. She has coauthored two books on the topic of simulated test marketing and marketing new products successfully. Dr. Wolf’s research interests examine the factors that motivate consumers to buy a particular brand of wine or food. Her numerous published research projects examine food and wine consumers in the United States, Australia, Italy, Spain, Ireland, Colombia, Finland and Japan.

Where: Hosted by Luis Wine Bar, 1021 Higuera Street, SLO (must be over age 21)
Date: Wednesday, November 12, 2014
Time: Discussion starts at 6:30pm, come early to get settled and order your beverage. Light appetizers available for purchase, or you may bring your own food. All beverages must be purchased at Luis Wine Bar. Selections include wine, beer, organic sodas, coffee, and tea.
Cost: \$5.00 cover charge in support of the mission of CCSTEM

CCSTEM is a regional affiliate of the California STEM Learning Network (CSLNet). The statewide network was created in 2011 to advance STEM teaching and learning in local communities. All of tomorrow’s workers will need the analytical, problem-solving and critical-thinking skills that STEM subjects (Science, Technology, Engineering and Math) impart. CCSTEM is committed to enhancing and promoting STEM learning and developing career readiness in San Luis Obispo and Northern Santa Barbara Counties by fostering the collective impact of local, state, and national stakeholders. Members of CCSTEM currently serve on the leadership committee for the countywide CA Math and Science Partnership grant, the CSLNet Advisory Board, the Business and Youth Councils of the San Luis Obispo County Workforce Investment Board, and on county committees to provide professional development to teachers in the roll out of Common Core and Next Generation Science Standards initiatives.