

**April 10, 2012**

## **Upcoming Meetings**

- **Tuesday, April 24, 2012**  
**WCO Town Hall Meeting**  
**Rockway Glen Estate Winery**  
**9:30am – 3:00pm**

## **New WCO members**

The WCO is extremely pleased to welcome new winery members for the upcoming year.

New full members are:

### **Cooper's Hawk Vineyards**

Located in Harrow (in LENS), which opened in July 2011. Tom O'Brien, principal, is also the President of EPIC (formerly SWOVA). See [www.coopershawkvineyards.com](http://www.coopershawkvineyards.com) for more info.

### **Burning Kiln Winery**

Located in the newest wine growing region in Ontario, near Simcoe/Norfolk. Michael McArthur, one of the principals, is also the President of South Coast Wines. For further information please see: [www.burningkilnwinery.ca](http://www.burningkilnwinery.ca) and [www.ontariosouthcoastwine.com](http://www.ontariosouthcoastwine.com)

There are a number of developing wineries in this area, and we will continue to see more VQA wines over the next few years.

### **Reimer Vineyards**

Located in Niagara-on-the-Lake, was an Associate member of the WCO beginning last year. Reimer's retail store is now open, so they will be a new entry to the 'wine map'. See [www.reimervineyards.com](http://www.reimervineyards.com) for more info.

In addition, the following wineries are joining the WCO as Associate members:

### **Dover Vineyards Limited**

Is another new winery on Ontario's 'South Coast'. Joe Czerlau has been growing grapes on their property since 2007. See [www.dovervineyards.com](http://www.dovervineyards.com) for more info.

### **Westcott Ridge**

Located in Jordan. The principals, Grant Westcott and Carolyn Hurst, have been grape growers for a number of years. A retail location is in development.

We look forward to seeing new members, and all members, at our upcoming Town Hall meeting in April and our Annual General Meeting in June.

### **Cuvée Feedback**

The Niagara Community Foundation has hosted Cuvée for the past 9 years. As they excitedly plan for the 25th Anniversary in 2013, they're seeking input from the Ontario wine industry (current and past winery participants) through the following survey. Individual comments will be kept confidential. NCF will summarize the results and share with the Cuvée Advisory Committee. The intention is to help NCF determine the value of Cuvée to the wineries and industry and help them plan for the future. Thanks so much for your support. <http://www.surveymonkey.com/s/TLMZHV6>

### **SAVE THE DATE**

The 9th Annual Foreign Affairs and International Trade Tasting for outgoing Canadian Ambassadors and officers, Foreign Ambassadors in Canada and our Federal Government partners involved in purchasing and serving Canadian wine, will take place at the Lester B. Pearson Building in Ottawa (125 Sussex Drive) on Monday, May 28, 2012, from 4 to 8pm. This annual event is organized by the Global Practice for Canadian Wine, Beer and Spirits as part of the Canadian Wine Initiative (CWI) and is designed to provide outgoing Ambassadors and officers with the opportunity to taste the various products on offer through the CWI and meet with owners, winemakers and representatives in attendance.

The Canadian Embassy Initiative continues to expand both in terms of the number of suppliers in the program, as well as orders sent to Canadian Embassies and Consulates abroad. There are currently 99 producers in the program and since it began in 2004, over 425 consolidated shipments have been sent to Canadian Embassies and Consulates on six continents, for use at official functions hosted by Ambassadors, Ministers, the Prime Minister, Premiers and the Governor General. Please contact us by April 6, 2012 if you are interested in attending. We hope to see you in May.

To receive more information on the tasting or sales through this channel please contact:

Janet Dorozynski, Global Practice Lead  
Canadian Wine, Beer and Spirits  
Foreign Affairs and International Trade Canada  
[janet.dorozynski@international.gc.ca](mailto:janet.dorozynski@international.gc.ca)  
(T) 613 944 0181

To register for the tasting or to receive a CWI registration package please contact:

Rosangela Kapp, Logistics Administration Coordinator  
Canadian Wine Initiative  
Foreign Affairs and International Trade Canada  
[rosangela.kapp@international.gc.ca](mailto:rosangela.kapp@international.gc.ca)  
(T) 613 944 7059

**PR Efforts – Wineries, please support our PR efforts and share the VQA economic impact and growth story!**

**\*\*New Posters Available for winery retail stores. (Please contact the WCO to order)**

**Keep the Buzz Going!** \$12.29 is the economic impact of purchasing VQA wine. One of the core message for consumers is that “Buying VQA=Growing Ontario”.

Wineries please help us share this good news story within your various communication outlets including newsletters, blogs, websites, Facebook and Twitter (Twitter Hashtag #VQAadds12bucksplus)

Key Messages:

- Buying VQA=Growing Ontario
- Your VQA wine Purchase = 12.29 for Ontario

Follow: <http://www.winecouncilofontario.ca> for the Press release and KPMG study.

## **Competitions**

### **All Canadian Wine Championships**

The dates of the consolidation are the week of April 16<sup>th</sup>. The consolidation form is attached. West East Courier will pick up wines from Prince Edward County wineries the week of April 16, the deadline for all is Friday, April 20. Please ensure the boxes are clearly labeled.

### **Wine Country Ontario Website – Events posting**

Be sure to submit your winery's event to [www.winecountryontario.ca/submit-event](http://www.winecountryontario.ca/submit-event) for posting on the website. Content for the WCO social Media campaign will be pulling events from that site. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-write the postings.*** As we approach summer and more events are posted, your attention to this matter is much appreciated.

### **Canadian Cancer Society – Relay for Life**

A team of staff members from the Vineland Campus (team name: Vineland Vanquishers) will be participating in The Canadian Cancer Society Relay For Life on June 22, 2012. The Canadian Cancer Society Relay For Life is more than just a fundraiser. It is an opportunity to get together with family and friends and celebrate cancer survivors, remember loved ones lost to cancer, and fight back in the hope of finding a cure for this terrible disease.

Last year, in our first year participating, the Vineland Vanquishers raised \$5000 for the Canadian Cancer Society by participating and fundraising for the Relay for Life. This year we hope to double this amount. We have already raised \$2000 by holding several events on the Vineland Campus.

On May 26, 2012 we will be holding a trivia night fundraiser at the Russell Avenue Community Centre in St. Catharines. The event promises to be a huge success that will help us reach our fundraising goal. All funds raised will go directly to the Canadian Cancer Society through the Relay For Life.

We are hoping that we can count on your support for this fundraiser. By supporting the Vineland Vanquishers you will be supporting a cause that can influence the health of all Canadians. The Canadian Cancer Society plays a critical role in funding research, providing information about cancer, risk reduction and treatment, and providing support for people with cancer and their families and friends.

We are asking you to help by either making a tax-deductible monetary donation, or a donation in the form of merchandise or gift certificates that can be used as prizes at the Trivia Night. We can arrange to pick these items up from you (local area only). Please note, any donation amount is always welcomed and very appreciated. Monetary donations should be made in the form of a cheque made payable to The Canadian Cancer Society.

If you require additional information regarding the Relay for Life and/or donations, please contact our team captain, Rachael LeBlanc, directly at 905-348-0523 or by email at: [rleblanc@cogeco.ca](mailto:rleblanc@cogeco.ca). As well, if you require additional information about the Canadian Cancer Society Relay for Life, please contact the Fundraising Coordinator Michelle Harder at 905-684-6455 ext. 3157.

If you wish to donate please contact us to pick up the item by April 27, 2012. Thank you for your time and consideration, we look forward to your support!