

**January 7, 2013**

## **Upcoming Meetings**

- **Wednesday, February 13, 2013**  
**WCO Town Hall Meeting**  
**Location to follow**  
**9:30am – 3:00pm**

## **Competition Consolidations**

Please find attached the memo and excel spreadsheet detailing the competitions that Wine Country Ontario will consolidate in 2013. If you have any questions contact Linda Watts.

## **My Wine Shop**

The campaign continues to be strong and we encourage wineries to please become informed and involved!

Visit [www.mywineshop.ca](http://www.mywineshop.ca) and also follow the link for the most recent Campaign Update: [http://members.winecouncilofontario.ca/content/mywineshop/My\\_Wine\\_Shop\\_-\\_Update\\_2.pdf](http://members.winecouncilofontario.ca/content/mywineshop/My_Wine_Shop_-_Update_2.pdf)

Recent articles:

<http://www.ottawacitizen.com/life/Pilot+project+sell+liquor+grocery+stores+only+start+some/7761650/story.html>

<http://www.torontosun.com/2012/12/31/will-we-shop-differently-for-wine-in-2013>

## **Sustainable Winemaking Ontario - 2013 Sustainable Self-assessment Survey**

Make sure your winery has a “green leaf” in the *2013 Wine Country Ontario Travel Guide* by filling out the *2013 Sustainability Self-assessment Survey*, part of the *Sustainable Winemaking Ontario: An Environmental Charter for the Wine Industry*.

**Deadline for participating is February 15<sup>th</sup>, 2013 to allow for the “green leaf” to be included in this year’s guide.**

## **How to get started:**

Log on to the *Wine Council of Ontario* member’s site to access the *2013 Sustainability Survey* at <http://members.winecouncilofontario.ca/survey.php>. Don’t have an account?

Register for an account at <http://members.winecouncilofontario.ca/account-create.php>. Don’t forget to check out all of our sustainability publications while visiting.

If you have any questions or concerns, please do not hesitate to contact Regina at the WCO to discuss. [Regina.foisey@winesofontario.org](mailto:Regina.foisey@winesofontario.org) or call 905-562-8070 ext 227

### **Wine Country Ontario Travel Guide – Call for information**

The winery package will be sent out this week calling for information/updates for inclusion in the 2013 Wine Country Ontario Travel Guide. If you do not receive it by Friday – please contact Regina at the WCO.

### **Ontario Vineyard Improvement Program – Intake 3**

Intake 3 is now open is accepting applications for Year 3. The scheduled close of Intake 3 is March 29<sup>th</sup>, 2013.

Further information (including application and guidebook) can be found on the OMAFRA website at: <http://www.omafra.gov.on.ca/english/rural/ovip/index.htm>, or through the GGO website at: <http://www.grapegrowersofontario.com/ovip>

### **Managing for Success Executive Series**

The final 2 courses in this series are being held in Toronto (Hilton DoubleTree, Toronto Airport) this month:

- **Effective Strategic Planning** - January 16<sup>th</sup>, 2013
- **Managing Talent** - January 30<sup>th</sup>, 2013

WCO members are invited to attend these FREE courses under our membership in the AOFP. These are the final opportunities for food and beverage processors to take advantage of these free courses. Details of both are attached. Companies can sign-up online at: <http://www.managingforsuccess.ca/learning-tools/learning-opportunities/mfs-executive-series>

### **LAST CALL!!!! - Building on the Success of our visit with Allen Meadows (The Burghound).** Please ship your samples this week...directly to Allen Meadows.

We had a very successful visit with highly respected Allen Meadows (also known as the Burghound) last month. Having Allen visit Ontario was part of a long-term PR initiative designed with the hopes of getting Wine Country Ontario onto his radar. He is a big influencer with consumers (many of them Canadian) but also with other important international wine media and influencers. We successfully worked together to tell our story of how Ontario can produce quality terroir-driven wines...with a special focus on Pinot Noir (primarily), Chardonnay (secondary) and even Sparkling wines. As a result of this trip (having him visit over 3 days and be part of 2 speaking engagements) I believe we have achieved our goals and more!

**Allen is so excited and interested in Ontario because of this visit that he has agreed to do a special Industry update on Ontario for his spring publication – June 2013. \*\*\*In order to support this, we need wineries to submit wines.** A submission form to have Ontario VQA wines reviewed by Allen in this special publication is attached; please notice his deadline of January 15<sup>th</sup>, 2013. You will notice that the submissions are for Pinot Noir primarily and then you can also add up to two Chardonnays with your submission (you cannot send ONLY Chardonnay). Also, because he was impressed with our Sparkling wines he is making an exception to receive those submissions separately (please read the attached form carefully).

Wineries should please make arrangements on their own to submit samples to Allen Meadows but please let us know if you are sending anything. And, **please email his wife Erica** so she knows you are planning to send something. Canada is his 4<sup>th</sup> biggest readership, and remember that these consumers are Burgundy fans.

### **Eastern Winery Exposition (EWE)**

The wine industry conference and trade show for the Eastern U.S. and Canada, taking place March 6-8, at the Lancaster County Convention Center in Lancaster, Pennsylvania. Over 230 exhibit booths are expected this year and 22 conference sessions are being offered.

The Wine Council of Ontario is a supporter of the conference and organizers are offering our members a 10% discount off registration rates including free admission to the exhibits. Visit The EWE website ([www.EasternWineryExposition.com](http://www.EasternWineryExposition.com)) to register using the code WCO1 in addition to online registration the website features information about exhibitors, the conference program, networking events, speakers, schedule, hotel and location information. The conference will provide complimentary return bus transportation to the conference from the Niagara Region if there is interest from a minimum of 10 participants. Please advise Linda Watts at [linda.watts@winesofontario.org](mailto:linda.watts@winesofontario.org) if you would like to express interest in the bus offer.

### **PR Updates and Opportunities**

**Sara d'Amato has moved! Please update your files.**

**Writer, Sommelier, Wine Consultant**

m: 647-407-7728 email: [sara@saradamato.com](mailto:sara@saradamato.com)

As of January 3rd, any material or samples can be sent to:  
307 Willow Avenue  
Toronto, M4E 3K6

### **Icewine Festival**

Icewine Festival starts at the end of this week and many of you have started picking! Niagara's stakeholders, along with Wine Country Ontario have been working to collaborate to leverage all of our activities and communications. Similar to year's past, we will be hosting a number of media, bloggers and trade in wine country during this time. The following press release pulls all of the information together and we encourage you to please read and share!

<http://www.newswire.ca/en/story/1083393/countdown-for-icewine-starts-in-wine-country-ontario>

### **Recent Articles:**

<http://www.thestar.com/specialsections/holidayguide/article/1309471--champagnes-sparkling-wines-bubbles-for-new-year>

<http://www.courant.com/travel/ct-trav-1230-food-niagara-20121230,0,3245696.story>

<http://www.winefox.ca/articles/must-try-ontario-bubbles/>

<http://www.ottawacitizen.com/life/food-wine/Sparklers+Year+fizz+tivities/7744725/story.html>

<http://www.winnipegfreepress.com/arts-and-life/food/sparkling-wine-pairs-well-with-most-foods-for-new-years-gathering-sommelier-184657781.html>