

March 4, 2013

Upcoming Meetings – no meetings this week

Competition Consolidations

Reminder this week March 4-8 is the consolidation for the International Wine & Spirit Competition. If you are planning to send samples for consolidation, you will need to submit the details of the wines before sending the wines. Contact [Linda Watts](#) for more information.

The next consolidation will be for Ontario Wine Awards and will take place the week of March 25-29. Consult the website for more information www.ontariowineawards.ca Contact [Linda Watts](#) for consolidation information.

Wine Country Ontario Travel Guides 2012 edition

We still have copies of the 2012 Guides available for your wineries. The new guides will not be released till middle of May so please order and use the 2012 copies.

2013 International Cool Climate Chardonnay Celebration (i4c) – New Members

As the i4c enters its third year, it has openings for one new founding member. The i4c – “a spectacular event, the best industry and consumer tasting to be held in Ontario thus far” (*John Szabo*) – was founded to increase awareness of the quality of Ontario chardonnay and to increase market share and export opportunities for Ontario producers. The i4c Celebration, held annually in July, gives wineries the stage to show the world that Ontario is one of the best chardonnay producing regions in the world. Founding Member wineries pour side-by-side with acclaimed international chardonnay producers, allowing media, trade and consumers to discover the elegance of Ontario chardonnay. Visit the - [i4c 2012 on YouTube](#) – a great way to experience the vision and success of the i4c.

In partnership with Founding Sponsor Wine Country Ontario, the i4c has garnered over 25 million media impressions, has hosted journalists Matt Kramer (Wine Spectator), Stephen Brook (Decanter) and the 2013 Keynote Speaker Steven Spurrier (Decanter). Founding Sponsor LCBO/VINTAGES presents an annual cool climate chardonnay retail release promoting twelve wines of the i4c, as well as a full virtual release of all participating wines. The GGO is also an i4c Founding Sponsor and Vineland Research & Innovation Centre and CCOVI are key event partners.

Inquiries will be accepted until Monday, March 11 via email to Event Manager Dorian Andrewes – dorian@coolchardonnay.org or i4c Chairman Harald Thiel hthiel@hiddenbench.com.

2012 Niagara Entrepreneur of the Year Awards

We would like to congratulate Bill and Marilyn Redelmeier of Southbrook Vineyards on their 2012 Environmental Enterprise Award.

PR & Communication Updates, Opportunities & News

Wine Align Launches Two New Competitions in Canada.

Please see the attached press release for full details. The “Nationals” judging will take place in June and will take place in Niagara. Wine Country Ontario will be the primary host working to showcase Niagara

to the judges/media during their time here. Wineries should make note of these new awards as entries will be open on April 1st, 2013.

Recent Articles:

<http://thewinesisters.com/blog/2013/03/our-top-20-wines-from-cuvee/>

<http://o.canada.com/2013/03/04/top-juice-flows-at-cuvee-25th-anniversary/>

<http://www.naturallyinniagara.ca/articles/raise-a-glass-to-cuvee-2013/1810/>