

July 31, 2012

Upcoming Meetings

➤ **None Scheduled**

Taste Ontario! Toronto Trade and Media Tasting Reminder

The correspondence for wineries to sign up to participate was distributed on Tuesday, July 24th. The deadline to sign up is Thursday, August 2nd.

Please sign up at <http://www.surveymonkey.com/s/TorontoTradeTasting>

Manitoba Liquor Mart Successful Sales Trends for Canadian VQA wines

In April 2011 Liquor Mart stores launch several new Canadian VQA wines as well as moved the VQA section to the front of their stores. BC had a 13% spike and Ontario a 27% spike in retail sales value in 2011.

British Columbia and Ontario partnered as the theme region of the Winnipeg Wine Festival in May and the sales continue to be higher in value than the previous year.

April 2012 vs April 2011

BC VQA down 12%

ON VQA up 10%

May 2012 vs May 2011

BC VQA up 5%

ON VQA up 16%

June 2012 vs June 2011

BC VQA up 9%

ON VQA up 5%

Brock University Research Project

The WCO is supporting a project being done by Brock U., which is to assess the capacity for adaptation (with respect to climate) in the Ontario grape and wine industry. A **background document is attached to this e-blast**, which contains further information and a link to a survey.

We hope that your winemaker will be able to complete this survey as soon as possible – we thank those wineries who have already responded, but **we would appreciate all members to help on this worthwhile project**. As completion of the survey is critical to this particular project, we encourage your participation.

Application of GST/HST and Provincial Sales Tax on Direct to Consumer Wine Sales:

The CVA has provided us with an article, published in *Canadian Grapes to Wine*, which addresses the issue of applying GST/HST and provincial sales tax on wine sold directly to consumers either at the cellar door, through a wine club or as a result of an online order. The attached article (GST Place of Supply) provides several examples of different direct-to-consumer transactions and how the sales tax is to be administered.

Allergen Labeling Regulations

The CVA has provided us with 2 documents which provide information on (the pending implementation of) new labeling regulations concerning food allergens, gluten and added sulphites, which come into force on August 4, 2012. With respect to vintage-dated wines, any wine with a vintage date of 2011 or earlier will not have to conform to the new regulations. In general, wineries using good filtration practices will not have to declare certain food allergens on their wine labels. Attached is the information package that CVA has developed to provide Guidance on the forthcoming regulations.

Salon des vins de Laval – November 16-18, 2012

The best interior wine show in Quebec, Salon des vins de Laval will receive 60 to 80 exhibitors for this first edition; wine agents, wineries, accessories and products from Quebec. 8000 visitors are expected including 500 professionals such as sommeliers, restaurant owners, agents and SAQ advisors. More information and the participation form is attached.

New! Twitter Communications for Wine Council of Ontario

The Wine Council of Ontario has created a new Twitter handle **@winecouncilont** with the idea of having this outlet of communication for topics that we would not discuss via the Wine Country Ontario social media outlets.

Hillary Dawson and Magdalena Kaiser-Smit are managing this account. We suggest that winery members (who are active in social media) follow both **@winecouncilont** and also **@winecountryont** and understand the differences in some of the messaging that you might see within these communication outlets.

Please let Hillary or Magdalena know if you have any questions regarding this new Twitter account.