

June 2013

## WOW Leader Summer Educational Program 2013 Overview and Signup

### Plans are underway!

Planning is underway for the 2013 Summer WOW Tours to Wine Country. Continuing on the momentum from last year's success, we are again running Tours for All WOW Leaders, select Product Consultants and new this year – more Store Managers. These educational tours are a great opportunity for LCBO retail staff, to visit the regions, meet our passionate people and learn first-hand what makes our wines special. We have 21 tours planned for this summer. Last year, we asked wineries to offer an experiential experience for the group, whether it is a blending exercise; a vineyard task; an in-depth barrel sampling; cooper demonstration etc. These experiences stand out and those on the tours talk about them often with fellow staff and helps make that emotional connection to your winery and Wine Country Ontario. We are asking all tours to offer an experiential exercise. Also, this year, we have been asked by the LCBO to hold a Train the Trainer information sessions to ensure all tour stops are on-message and each participant will have an experience that exceeds their expectation.

**Timing:** Tours will run weekly from July 30 – September 11, 2013. Most weeks will have multiple groups touring.

### Educational Objectives:

As in the past, the goal of the educational tours is to immerse WOW Leaders, Product Consultants and Store Managers in the Wine Country Experience to allow them the confidence and emotional connection to Ontario wines when speaking with consumers. By showcasing the regionality of wines, local cuisine and pleasure of enjoying Ontario wines, the passion of the winemakers allows them to share stories and be proud of Ontario wines.

Each tour will be a combination of winery visits showing the process from vine to bottle as well as wine and culinary winery experience, VQA Education and tools to share the learning with fellow store staff.

### Components:

- **Tours:** Vineyard, Production and Cellar – educational but more at a high-level with details on process showing the passion and stories of Ontario winemaking. Wineries are asked to **ONLY** focus on the component they are hosting to ensure that each of the tour's information does not repeat what they have learned at the previous winery.
- **Lunch/Dinners:** Each lunch and dinner will focus on local foods and local wines; and how Ontario wines are versatile; being ideal as summer sippers, casually enjoyed and as food friendly.
- **Trade Fair:** Prior to each Winemaker's Dinner – a trade fair featuring upcoming Period 7 and/or VINTAGES releases.
- **Principals/Winemakers:** are to conduct the tours to share stories/experiences to make them real and create the connection to the WOW Leaders, Product Consultants and Store Managers
- **Visits:** will be booked to wineries that best showcase the specific component and a mix of small/medium/large and established/new wineries.
- **Experiential:** All tour stops are asked to offer a hands-on experience or something unique. (Each group will be maximum 25 people.)
- **Presentations:** LCBO and WCO will create presentations that speak to the quality of Ontario wines, growth in the category as well as tools to assist the WOW Leaders, Product Consultants and Store Managers in sharing their knowledge with fellow staff and extend the reach of the tours.

- **Tours will be scheduled to Niagara, LENS and PEC.**

If you have any questions, please contact Regina at the Wine Council, 905-562-8070 ext 227 or email [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

#### **Tour schedule outline:**

##### DAY 1

- Pickup Toronto, Kingston or London
- Winery Visit #1 – Vineyard Tour (Lunch)
  - Introduction to Ontario's wine regions
  - Vineyard
    - Overview of vineyard management and Sustainable farming practices: e.g sheep, pesticide use, best practices
    - VQA Appellations and sub appellations
    - Grape varieties: Core varietals that are suited for Ontario, regional impacts
- Winery Visit #2 – Production Tour
  - Wine Production
    - Sequentially showing process, machinery
  - VQA Ontario
  - Icewine and other styles of wine
- Hotel Check-in
- Winery for Winemakers Dinner with key industry principals
  - Mini trade fair to extend opportunity for wineries not visited (6 maximum). Mix of all appellations to be featured where possible.

##### DAY 2

- Breakfast and presentations (hotel)
  - WCO
  - LCBO Sales Category
  - LCBO Retail Training - Taking it back to the store exercise
- Winery Visit #3 – Cellar Tour (Lunch)
  - Barrels: French, American, other
  - Why use oak versus Stainless Steel
  - Lunch
- Return to Toronto, Kingston or London

## **Winery opportunities**

**\*\*\*Criteria – winery must have brands currently in LCBO Wines or VINTAGES category.**

- Winery Visit #1 – Vineyard Tour (and LUNCH \*)
- Winery Visit #2 – Production Tour
- Winery Visit #3 – Cellar Tour (and LUNCH \* for food pairing exercise)
- Winemakers Dinner \* – must have space for 50 people and space for mini trade fair prior to dinner
- Trade Fair participant

\*Subsidy is provided for Lunch and Winemakers Dinner

- Lunch (Day 1) - \$25 per person inclusive of gratuity + HST (\$28.25 per person)
- Winemakers Dinner - \$45 per person inclusive of gratuity + HST (\$50.85 per person)
- Lunch (Day 2) - \$25 per person inclusive of gratuity + HST (\$28.25 per person)

## WOW Tour SIGN UP Form – Please read carefully!

If interested in participating – please complete below and either fax to 905-562-1993 or email [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org) by July 5<sup>th</sup>, 2013.

NOTE: **5** Areas need to be completed

- 1) Tour component (Vineyard, Production, Cellar) and Winemaker's Dinner
- 2) TRADE FAIR participant
- 3) Available dates
- 4) Wines you plan on featuring with the tour participants
- 5) Train the Trainer Information session for wineries hosting tours

Winery \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### **#1 – Component Sign-UP**

Please indicate which component(s) you are able to conduct at your winery. **Senior winery principal or winemaker is required** to host the group.

Component	Can you host?	Extra/Experiential offering
Day 1 Vineyard tour (with lunch)		
Day 1 Production		
Winemaker Dinner – Day 1 (Must have space for trade fair)		
Day 2 Cellar tour (with lunch)		

### **#2 – Trade Fair Sign-UP**

Each Winemaker's Dinner is preceded by a reception/trade fair featuring upcoming wines for the Period 7 promotion and/or VINTAGE release. Space is limited to 6-8 wineries each featuring 2 wines.

**Which regions are you able to have a representative participate in a trade fair prior to dinner?**

Niagara Region	LENS region	PEC Region

Are there any dates you are UNABLE to participate for the trade fair? \_\_\_\_\_

### **#3 – Available Dates**

Please indicate which dates you are available to host at your winery, ensuring you have a principal in attendance on that day to host the group.

Dates	NIAGARA	LENS	PEC
July 30/31	**		
July 31/Aug 1			
Aug 7/8			
Aug 13/14			
Aug 14/15			
Aug 20/21		**	
Aug 21/22	**		
August 27/28			
Sept 4/5			
Sept 10/11			
Sept 11/12	**		

Blank/White cells indicate WOW tour IS planned for that region. \*\* denotes 2 buses in region on that date.

### **#4 –Wines you are planning to feature**

\*\*\*\*REMEMBER due to social responsibility ONLY 4 wines are allowed per winery to be sampled with the tour participants. All wines must be VQA.

Wine	Vintage	Price	LCBO or Vintages	Style / Varietal

## **#5 –TRAIN the TRAINER information session**

New for 2013 is an information session in each region PRIOR to the start of the tours to review roles, responsibilities and expectations for wineries hosting groups. This is something we have been asked to conduct by the LCBO. **THIS is a MUST for a representative from the winery to attend!**

Sessions will be held:

Region	DATE	Name of attendee
Niagara – Location TBD	July 25 <sup>th</sup> – 2-4pm	
LENS – Pelee Island	July 26 <sup>th</sup> – 9-11am	
PEC – Huff Inn - boardroom	July 24 <sup>th</sup> – 2-4pm	

Final allocations will be sent to all wineries July 19, 2013. Please understand that we focus on showcasing the best experience; a variety of properties and personalities; mix of established and new wineries and try to ensure each participant has the opportunity to experience a visit to different wineries than last year.

Please complete the 5 areas above and FAX or EMAIL you form to REGINA by July 5<sup>th</sup>, 2013. FAX to 905-562-1993 OR email [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)