

June 11, 2012

Upcoming Meetings

- **Tuesday, June 12, 2012**
WCO Annual General Meeting
Cave Spring Cellars
9:30am – 3:00pm

Activities

- **Wednesday, June 13th, 2012**
Prince Edward County Winery Association meeting
WCO (Hillary Dawson, Duncan Gibson, Magdalena Kaiser-Smit, Wendy Cheropita)

VQA Wine Support Program update

Last week, you should have received information from Graham Flanagan at MEDI with respect to the VQA Support Program. The information package contained all the documents necessary for participants to complete their application for this year.

The package included a letter which shows the time/date of 'information sessions' which will be held. For those familiar with the program, the information sessions will be similar to those held in previous years. **Please note that Graham will also be presenting a summary of the session at the WCO AGM on Tuesday June 12 at Cave Spring** – that is why the St. Catharines session on Monday, June 18 is **by appointment only**. For those members who are unable to attend the AGM, full sessions are being held in Prince Edward County, LENS / EPIC, and Toronto as per the schedule attached (in addition to the session in St. Catharines).

Please note that the application deadline is July 6, 2012.

If you have detailed questions on the VQA support program, please contact Graham directly (416-327-3975 or graham.flanagan@ontario.ca), or D. Gibson at the WCO office (ext. 222).

LCBO – WOW Tour program sign up – Forms due June 19th

Please refer to the email distributed on June 4th, 2012 pertaining to the upcoming Summer WOW tours. Be sure to submit your forms by June 19th for consideration. Contact Regina with any questions: regina.foisey@winesofontario.org

Canadian Wine Awards

THE WINE ACCESS 2012 CANADIAN WINE AWARDS (CWA) IS NOW OPEN!

For the 12th consecutive year, these much-anticipated annual awards will recognize and celebrate excellence in 100 per cent Canadian-grown and -produced wines. The CWAs are the definitive competition for domestic wines in a range of categories, and the top title of

Winery of the Year has become the most prestigious distinction in the fast-growing Canadian wine industry.

A panel of the nation's top wine experts will judge the entries August 13 through 16 in Penticton, British Columbia, with the full results appearing in the December 2012/January 2013 edition of *Wine Access* magazine.

There is no minimum or maximum number of wines any single winery may enter in the competition. Remember, to be eligible for the Winery of the Year award a minimum of six wines must be entered, the top five of which will determine the winner.

For complete information on how to enter, including where and when to ship your wines, visit wineaccess.ca/CWA.

Why should I enter the CWAs?

This is an unrivalled opportunity to raise the profile of a smaller or new winery, or reinforce an established winery's reputation for quality. Can you afford not to be there?

What will the CWAs do for my winery and its wines?

No matter where a wine comes from, how big or small the winery, every entry starts on equal footing with our judges. A medal-winning performance in a CWA category is a priceless marketing tool. The awareness created by publication in *Wine Access* magazine on the list of the nation's best wines will boost sales and interest in everything your winery produces, now and in the future. Good luck in the competition, and may the best wines win!

Executive Course – Available to WCO members

Through our membership in the Association of Ontario Food Processors, WCO members are entitled to attend **(at no charge)** the Managing for Success Executive Series. There are 2 sessions currently scheduled, for June 21 and June 26. See the website at <http://www.managingforsuccess.ca/> and click on 'Executive Series Registration'. Further details are available on the website and the information sheet attached to this e-blast.

OGWRI – Request for Proposals

Ontario Grape and Wine Research Inc. is the non-profit corporation owned by the WCO, WGAO and GGO, the objective of which is to enhance the profitability and sustainability of the Ontario grape and wine industry, through directed and coordinated financing of research and development activities. OGWRI is dedicated to insuring prosperous growth within the industry by focusing its efforts on three instrumental research pillars: viticulture, oenology and market research.

OGWRI is currently requesting proposals from interested applicants. The proposal has been circulated directly to those organizations who have previously expressed interest in receiving funding (i.e. university-related organization such as CCOVI, Brock, U. of Guelph, and other private organizations).

Any interested party may fill out a pre-proposal form (which is attached to this e-blast together with their 2012 research priorities). The form must be completed by June 30, 2012.

If there are any questions on OGWRI matters, please contact D. Gibson at the WCO office. For more detailed questions on this proposal, please contact Nick Hubbard at the GGO office (905-688-0990 ex 229 or nhubbard@grapegrowersofontario.com).

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to 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.

Wine Country Ontario Website – Winery listings

Each winery has access to adjust their winery listing, hours of operation and wines posted on the site. The access package was distributed to each winery on March 28, 2012. If you need your access information (and can't find the original email) please contact Regina at regina.foisey@winesofontario.org.