

May 2, 2011

The Lieutenant Governor's Award for Excellence in Ontario Wines

Guidelines

- The Office of the Lieutenant Governor of Ontario is pleased to announce the creation of the Lieutenant Governor's Award for Excellence in Ontario Wines.
- This will be an annual competition for all [VQA Ontario wines](#).
- Wine submissions will be reviewed by an independent panel, who will select between eight to twelve wines. This unique process is not a 'best of' per varietal but instead will celebrate 'excellence' among all Ontario wines.
- There are a maximum of four (4) submissions from every winery. Three (3) bottles must be provided of each submission.
- There is no age restriction for wine vintage.
- There is no entry fee.
- Submitted wines should be commercially available (i.e. more than 100 cases available for purchase).
- The Lieutenant Governor will announce the Wines of Excellence in July 2011, and award presentation ceremonies will take place at each winery.
- There are two parts to the entry process:
 1. [Entry Form \[PDF, 15KB\]](#). The Entry Form must be printed, completed, signed, and either e-mailed (lgwineawards@ontario.ca) or faxed (416-325-3186) by **Friday, May 20th, 2011**.
 2. Bottle Submission. The submission of bottles (three of each entry, maximum of four entries) must be carefully packaged, identified, and delivered to the address below. The bottles must be delivered between 7am and 3pm on either **Monday, June 6th, or Tuesday, June 7th, 2011**. A copy of the previously submitted Entry Form should be included with the bottle package re-confirming your submission.

The Lieutenant Governor's Award for Excellence in Ontario Wines
c/o Canadian Food & Wine Institute
(Attn: Carolyn Lane)
Central Stores, Niagara College
135 Taylor Road, SS #4
Niagara-on-the-Lake, Ontario
L0S 1J0

Questions? Call: 416-325-1625, E-mail: lgwineawards@ontario.ca, Fax: 416-325-3186

WCO Social Media campaign

Be sure to submit your winery's event to www.winesofontario.org/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

Excess Office Supplies available

As members are aware, the WCO office will be moving on May 13 to a new location in the Vineland Research Centre property. As we consolidate, sort and otherwise prepare for the move, we have NOW certain office supplies which will be excess to our needs. Currently, we have a significant quantity of i) 8½" x 14" (legal) hanging file folders, and ii) 8½" x 14" (legal) file folders. These are in excellent (almost new) shape. If any wineries could use either of these, please call Tanya at the WCO office asap.

Spectacular Wineries of Ontario – New Book

Patricia Butler (from Panache publishing) has started a new book entitled, **Spectacular Wineries of Ontario**. Panache has been publishing beautiful coffee table books in Canada for the past three years. Some of their titles include: Spectacular Homes of Toronto, Spectacular Homes of Western Canada, Experience British Columbia, as well as the upcoming releases, Art of Celebration Toronto and Perspectives on Design Western Canada.

Soon to be found in the finest bookstores and establishments in our area, **Spectacular Wineries of Ontario** will proudly showcase our region's finest wineries in a high-end, luxury style coffee table book, allowing visitors and residents alike to discover, or rediscover, what makes Ontario such an outstanding place to experience some of the world's finest wines. Panache Partners has developed a multi-faceted media approach in creating **Spectacular Wineries of Ontario**.

This includes:

- A beautiful coffee table book that will include the finest wineries Ontario has to offer.
- An online digital version of the book.
- Individual Micro-sites for each featured winery. The Micro-site will include rotating photography and a virtual tour of your establishment. This can be utilized on your individual websites and/or sent to your client database.
- Panache has commissioned a photographer to photograph your winery and also shoot the 360-degree tour.

Patricia Butler will be reaching out to wineries across Ontario to connect with wineries that might be interested in this type of opportunity. Please keep in mind there is a cost associated depending on the level of participation. Patricia can be reached at 416-402-2304 or pbutler@panache.com. Visit www.panachewine.com to learn more.