

**October 4, 2010**

## **Send events and pictures for the Social Media Program**

### How Members Can Get Involved:

1. Update all events taking place at your winery at <http://winesofontario.org/submit-event>
2. Provide updates for events and activities happening in your region at <http://winesofontario.org/submit-event>
3. Talk about the WCO social media activities in your communications to consumers and trade.

If you are active on Twitter please follow us and retweet the information when appropriate  
**@WineCountryont**

4. If you have provided us with your Twitter information we will follow you and retweet your information when appropriate.
5. If you are active on Facebook, Like us at **Wine Country Ontario** and we will Like you.
6. Send us photos or videos of events and other activities at your winery or in the region and we will post them, please send to Jess Bennett [bennett@veritascanada.com].

### **REMINDER:**

#### **Wine Route Ad Hoc committee**

As mentioned in the communication last week regarding the Wine Route extension through Downtown St. Catharines. The Board has asked our Tourism Committee leadership to conduct a strategic review of the Wine Route through an ad hoc Wine Route Review Committee to ensure that it is has alignment with consumer needs and the strategic tourism goals of the Marketing Plan. This Committee has been asked to do this review in the context of the financial constraints prescribed by the Marketing Plan budget and the Board has also provided the following broad parameters:

- This work should allow for the development of some metrics/evaluative tools around the performance of the Wine Route and this should be component to these recommendations.
- The committee should be looking to maximize the value of the existing Wine Route infrastructure.

- The work of this committee should conclude by January 15, 2012 to allow for the start of any implementation as appropriate for that tourist year.
- A call for participation on a skills basis will be issued to Wine Council members and that the Committee be empowered to engage external stakeholder participation as appropriate.
- The committee should report periodically to the Board through the Chair of the Tourism Committee (AJ McLaughlin from Angels Gate)

Though this project is led by our Tourism Committee, it is an ad hoc committee of the Wine Council and, as such, all members who feel that they have the skills, time and interest to participate are welcome to submit their name and interest for consideration by **October 6, 2010** by sending an email with name, winery, and a brief summary of the skills and experience that you feel you can contribute to this project to [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org).

### **Ontario Culinary Tourism Alliance Summit – November 1<sup>st</sup>, 2010**

Tickets are on sale to attend the Ontario Culinary Tourism Alliance Summit. This is an excellent opportunity to network and learn more about what's happening in culinary tourism across Ontario. Visit [www.ontarioculinary.com/summit](http://www.ontarioculinary.com/summit) to learn more and/or register for the event.

### **Top 30 Under 30**

It is that time of year again to celebrate the great young stars of Ontario's Hospitality Industry. For the past five years the Ontario Hospitality Institute (OHI) has recognized some of our great young performers through our Top 30 under 30 program. We are looking for YOU to nominate exceptional individuals working in *any* aspect of the hospitality industry that have a significant positive impact including front line employees, managers, small business owners, suppliers, marketers, media and any other aspect of this business that supports and fuels our great industry.

Please help support this cause by nominating someone that you know is deserving of this recognition. Those eligible must be under the age of 30 on December 31 of this year. They should have proven to be dedicated hospitality professionals who are leaders in their respective field. We welcome nominees from tourism and resorts, golf clubs, restaurants, hotels, educators and students, sommeliers, event management, contract services, attractions and suppliers in all aspects of the industry including beer, wine, grapes, dry goods, equipment and fresh foods.

Details on the nomination process are available at the OHI website:  
<http://www.theohi.ca/LinkClick.aspx?fileticket=DChOI6iLUDw%3d&tabid=124>

## **Royal Agricultural Winter Fair Wine Competition**

This is a message from Jamie Drummond, Chief Judge/Sommelier of the Royal Agricultural Winter Fair Wine Competition and Director of Programs for Good Food Revolution.

After carefully observing last year's RAWF competition, followed by consultations with both wineries and industry professionals, I have decided to make a number of major changes to the entry protocol for 2010 (detailed below)

Despite approximately 170 entries in 2009 I felt that these changes were necessary to encourage more wineries to compete in the 2010 competition and to raise the standard of the RAWF competition in general.

The most notable change is regarding the number of bottles needed for entry:

In previous years 12 (twelve) bottles were required by the RAWF for each entry. I have reduced this number of bottles to 2 (two) for each entry, a number I am sure you will agree is a lot more palatable.

I have again assembled a stellar judging panel consisting of Sommeliers, Chefs, and Winemakers, augmented by a number of consumer judges, alongside CBC's Matt Galloway.

If schedules allow I would very much like to have the same judging panel as the 2009 competition (see attached Judges pdf)

As the Royal Winter Fair has signed up as a Good Food Fighter with Good Food Revolution there will be full media coverage of this year's competition, from judge profiles, to award announcements, and finally coverage of the award reception on Monday the 8th of November.

Online entries will be possible as of Thursday the 16th of September <http://royalfair.org/EnterOnline>

Although please do not get confused when it looks as if you are entering cattle! All of the agricultural entries are grouped together.

Otherwise please use the attached entry form (RAWF Entry Form 2010) and fax to the RAWF entry office at 416.263.3488

I have also been given the task of creating a winelist for the RAWF Wine Bar this year... so expect to see a great selection of my favourite wines from all over Ontario!

I very much look forward to seeing your wines in competition this year.

**LCBO Virtual Wine Tasting – Help spread the word.**

This week's is on Wednesday Oct. 6th, 7pm. Visit <http://www.lcbogolocal.com/events>.

**Bellissima Bottles for Sale**

Bellissima bottles, 375mL, flint with BVS 30H60 finish. Each pallet contains 912 bottles. Available immediately. Please call Roselyn at 905-246-9463 or [roselyn@cattailcreek.ca](mailto:roselyn@cattailcreek.ca).