

April 18, 2011

Update re Taxes on Promotional/Sample Wine

As you know, the recent Ontario budget included the announcement that wineries will no longer pay the wine taxes on up to 10,000 litres of promotional (including samples) and other 'non-sale' wine (annually).

The Ministry of Revenue has advised that they are finalizing the new remittance forms going forward, as well as the mechanics for recovering previous taxes paid (back to July 1, 2010). In any event, these materials cannot be distributed until the budget has been passed into legislation. Estimated timeframe for this is June.

Until further information is received from Revenue, wineries must continue to file their returns using the existing forms (and paying taxes in accordance with the 'old' rules). If you have any questions on this matter, please contact D. Gibson at the WCO office.

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.

Ottawa Tasting for Canadian Ambassadors and Diplomats

Foreign Affairs and International Trade Canada invites you to participate in the eighth annual tasting for outgoing Canadian Ambassadors and diplomats, foreign Ambassadors in Canada and our Federal Government partners involved in purchasing and serving Canadian wine (Office of the Governor General, Parliament of Canada, Prime Minister's Residence, Residence of the Official Opposition, and others). Past experience has shown that this annual tasting is one of the best ways to raise the profile of your products, along with the people who make and sell them, to this audience. At last year's event, we had over 400 participants and featured products from 61 producers. We are hoping for a similar result this time around.

This year's event will be held on Monday, May 30, 2011, which marks the beginning of the annual training period for all Canadian Ambassadors leaving on posting throughout the summer and fall. The event will take place at the Lester B. Pearson Building in Ottawa (125 Sussex Drive) from 4pm to 8pm.

If you are interested in participating, please confirm the names of all participants and products to be poured (maximum 5 per producer) with **Rosangela Kapp by April 15, 2011 at rosangela.kapp@international.gc.ca or T: 613-944-7059**. Details on sending product for the tasting can be found below and I will send further information regarding set-up and entrance to the building closer to the time of the event.

The Embassy Initiative continues to expand both in terms of the number of suppliers in the program, as well as orders sent to Canadian Embassies and Consulates abroad. There are currently 97 producers selling through the Canadian Wine Initiative and since the program began in 2004, we delivered 370 consolidated shipments to Canadian Embassies and

Consulates on six continents, for official functions hosted by our Ambassadors, Ministers, the Prime Minister and the Governor General.

We continue to streamline the ordering and payment process to make it easier for Posts and suppliers to participate in the program. We now offer a direct deposit payment option, and if this is of interest to you, please complete the attached form and return with a copy of a voided cheque by email or fax (613-996- 2635) to Rosangela Kapp. Also, please ensure that your product listing is kept up to date and to keep us apprised of all new product offerings and releases. An updated information sheet on the Initiative is attached.

Shipping Details:

Products for the event will be consolidated at our regional consolidation warehouses and sent directly to DFAIT. Please ensure that each case is clearly marked: "**DFAIT Ottawa Tasting**".

Ontario, Quebec and Nova Scotia producers should deliver by May 13, 2011 to:

Borderline Systems Inc.
140 Cushman Road,
St. Catharines, ON L2M 6T6
T: 905 687 4014
Contact: Erin Shepard

If you prefer to send product individually or bring product with you the day of the tasting, please let us know in advance.

I look forward to seeing you at the end of May, and in the meantime, should you require more information on the tasting or sales through the CWI, please do not hesitate to contact Rosangela or myself.

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