

April 23, 2012

## Upcoming Meetings

- **Tuesday, April 24, 2012**  
**WCO Town Hall Meeting**  
**Rockway Glen Estate Winery**  
**9:30am – 3:00pm**

## Wine Business Monthly – Salary Survey

By participating in Wine Business's Salary Survey at the link below we will have access to the survey results from all wine regions. <https://www.surveymonkey.com/s/WBMsalarysurveyCanada>

**PR Efforts – Wineries, please support our PR efforts and share the VQA economic impact and growth story!**

**\*\*New Posters Available for winery retail stores. (Please contact the WCO to order)**

**Keep the Buzz Going!** \$12.29 is the economic impact of purchasing VQA wine. One of the core message for consumers is that "Buying VQA=Growing Ontario".

Wineries please help us share this good news story within your various communication outlets including newsletters, blogs, websites, Facebook and Twitter (Twitter Hashtag #VQAadds12bucksplus)

Key Messages:

- Buying VQA=Growing Ontario
- Your VQA wine Purchase = 12.29 for Ontario

**Follow:** <http://www.winecouncilofontario.ca> for the Press release and KPMG study.

## Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to [www.winecountryontario.ca/submit-event](http://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.

## Niagara Food & Wine Expo

Please see attached for exhibitor information.

## Competitions

### LIEUTENANT GOVERNOR LAUNCHES THE 2012 AWARDS FOR EXCELLENCE IN ONTARIO WINES

TORONTO – The Honourable David C. Onley, Lieutenant Governor of Ontario, is pleased to launch the 2012 *'Lieutenant Governor's Award for Excellence in Ontario Wines'*.

This annual competition was created in 2011 and was enthusiastically welcomed by Ontario's wine industry. It is open to all VQA Ontario wines, and will select only those that meet a certain level of *'excellence'*. Up to four wines may be submitted per winery, and there is no charge to enter. All submitted wines must be commercially available.

Development of this award came as a result of consultation with industry stakeholders across Ontario including the Grape Growers of Ontario, the Wine Council of Ontario, and the Canadian Food & Wine Institute at Niagara College.

The deadline for this year's entry form submission is **Friday, May 11<sup>th</sup>**, and the bottle submission window is **Thursday, May 31<sup>st</sup>, and Friday, June 1<sup>st</sup>**.

For further information, program guidelines, and entry forms, go to: [www.lt.gov.on.ca](http://www.lt.gov.on.ca)

### Profit - New to Exporting Seminar, June 5 and 6, 2012

This is your invitation to participate in a two-day seminar on exporting food and beverage products to the USA. The session will be held in Toronto (Day 1 morning) and Buffalo (Day 1 evening & Day 2). The seminar, featuring **over 15 speakers**, is a 'hands-on' orientation covering the basic requirements for food and beverage exporters. Topics discussed include: export financing, product labeling, US tax laws, US food brokerage, US food distribution, US Food & Drug regulations, US Customs & Border Protection, and US customs brokerage. Export development services, provided by Ontario Food Exports will also be presented.

#### **Cost: \$350 + HST per person (all inclusive)**

Includes:

The PROFIT GuideBook (containing all presentation materials)

Round-trip motor coach transportation to Buffalo

Accommodations in Buffalo and all meals.

To register contact:

Jennifer Hannam, Ontario Food Exports

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Email: [jennifer.hannam@ontario.ca](mailto:jennifer.hannam@ontario.ca)