

Dear Winery,

Wine Country Ontario is excited to share some new and enhanced communication tools! These pieces help our industry to be consistent in our messages providing a united voice in how we share our story with others (consumers, media, trade and influencers).

Please share internally at your wineries with management, sales and retail staff.

Please find enclosed the following:

- 16 copies The 2014 English Edition – “Wine Country Ontario: Our Story”
- 20 copies The 2014 English Edition – “Canadian Wine Regions Postcard”
- 2 copies The August 2014 Edition – “Ontario Appellations Laminated Placemat”
- 1 copy Order Form

This **starter kit** is being sent so you are aware of these tools and learn how to access the other communication tools we have available. You can also get extra copies of the above as they are available from the Wine Council of Ontario office.

For additional copies of the above and other communication tools please note:

Wine Country Ontario: Our Story (2014 Edition) - No cost

- Hard copies of English, French, Chinese, Korean, Japanese are available for pick up from the Wine Council of Ontario offices
- All languages are available for downloading and sharing via the Wine Country Ontario media centre- <http://winecountryontario.ca/media-centre/>

Canadian Wine Regions Postcard (2014 Edition) - No cost

- Hard copies of English available for pick up from the Wine Council of Ontario offices
- English, French, Chinese, Korean, Japanese, German, Spanish available for downloading and sharing via the Wine Country Ontario media centre- <http://winecountryontario.ca/media-centre/>

Ontario Appellations Laminated Placemat (New! August 2014)

- Additional copies available for purchase \$4 each

Ontario Appellation Tasting Mat (New! September 2014) - No cost for digital file

- Electronic version available for wineries. Contact Tanya at info@winesofontario.org

Wine Country Ontario: Our Story Power Point (2014 Edition) - No cost for digital file

- Available upon request by emailing Tanya at info@winesofontario.org

Wine Country Ontario Window Decals (2014 Edition) - No cost

- Contact Tanya at info@winesofontario.org to order.

If you'd like to order any of these materials or other Wine Country Ontario branded merchandise, please see the enclosed order form and contact Tanya at info@winesofontario.org

All my best & thank you for helping us share consistent information about our wine region,
Magdalena Kaiser

Director of Public Relations - Marketing & Tourism
Wine Council of Ontario for "Wine Country Ontario"