

**February 21, 2011**

**Upcoming Meetings**

- **Thursday, February 24, 2011**  
**WCO Town Hall Meeting**  
**Cave Spring Cellars, Windows Room**  
**9:30am – 12:00pm**
- **Thursday, February 24, 2011**  
**Wine Country Ontario Brand Launch**  
**Cave Spring Cellars, Windows Room**  
**12:00pm-1:30pm – Lunch and presentation**

**Niagara Food & Wine Experience**

Many wineries have been contacted to participate in a new consumer show being organized at the new Niagara Falls Convention Centre on the Memorial Day long weekend (May 27-29, 2011)

The WCO's marketing and tourism committee's have recommended that we do not participate in this show as the time of year and location of the show does not align with the marketing strategy to promote winery visitation.

**WCO Membership Renewal Forms**

You should recently have received the annual WCO membership renewal form for the upcoming fiscal year (for the period from April 1, 2011 to March 31, 2012). Please sign and return (fax or e-mail) the applicable page to Tanya at the WCO office. If you have any questions on the form, please contact D. Gibson at the WCO office.

**Export Training Seminar**

**Thursday, March 24, 2011, 9:00 to 4:30 PM at Pillitteri Estates Winery**

The session will provide an overview of the US market and assist you in preparing to export into the US market by providing information on three-tiered distribution system, obtaining and managing the distributor and sales network, how the 3-tier system affects sales and marketing along with basic marketing strategies for the US market. Three presenters including a distributor and a representative from the US Alcohol and Tobacco Tax and Trade Bureau as well as a US wine marketer will address attendee's. Contact Linda Watts to register. Cost is \$50/person includes lunch and handouts.

**Ontario Wine Awards**

To Enter On-Line go to:

<http://www.surveymonkey.com/s/2011OWAJudging>

## **Winery Sales and Profitability Symposium – March 1<sup>st</sup>, 2011 – REGISTER TODAY**

**Keynote Speaker: G.M. “Pooch” Pucilowski** is a dynamic and exciting speaker and his enthusiasm for wine is balanced by his 30+ years of teaching and educating both consumers and members of the wine trade--Key Note Speaker March 1st, 2011

### **Anthony Gismondi & David Lawrason Ontario “PR- Media Training session “**

Learn how to showcase your best winery experiences to media so they can help share your story and understand how to create a successful visit on a FAM tour. Hear what is important for media in PR materials and learn how media uses websites and media centres.

For the full agenda and to register visit: <http://www.winerysalesandprofitability.ca/> to register.

### **WCO Member's Site**

We have launched the new member-only site which gives WCO Members and easy-to-use source for all your member needs. Topics will include: meeting notices, marketing programs, member benefits, industry statistics and sales data, government updates and much more. Meeting notices and minutes, upcoming events, past weekly e-blasts will all be available. Be assured, this site will not replace any of the current WCO communications but be an easy-to-access portal to find misplaced emails, documents etc.

To ensure you, as a member, have access please follow the link below to create your account. Once your application is complete – you will be sent a confirmation, within a day, to your email address to indicate your account is created.

Create your account today! Go to: <http://members.winesofontario.org/login.php> - Click on “Don't have an account? Apply Now!”

If you have any questions, please do not hesitate to contact Regina at the WCO office.

### **WCO Social Media campaign**

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

**Blog** is launched – <http://blog.winesofontario.org>

Check out lots of new updates including photos and videos on Icewine Festival activities by guest blogger Suresh Doss.

### **Ontario Wine Society**

The Ontario Wine Society (Toronto) Presents "Seriously Cool Chardonnay". If you missed last year's historical "Seriously Cool -Ontario Chardonnay" OWS event, you get a second, better, chance to taste the best that Canada has to offer... all in one place.

This year, Bill Redelmeier and gang, and the Seriously Cool - Great Canadian Chardonnay Grape, take on the Big Apple's critics and trade.

Selected by a panel of experts from the 100 submitted, this year's top Chardonnays from 31 Ontario and British Columbia wineries will be tasted by OWS members, guests and the public in a dress rehearsal before the wines head to the McGraw Hill building high up in the skyline of New York City in midtown Manhattan.

As a special treat, you will taste the Chardonnays in a commemorative Ontario Wine Society 20th Anniversary, Schott Zwiesel Cru Classic glass that you keep and take home.

**Location:** Toronto Lawn Tennis Club, 44 Price St. in Toronto  
**Date:** Tuesday, February 22, 6:30 pm  
**Price:** \$43 each - member and 1st guest, \$53 each - addition guests and non-members.

For more details and to register, visit: <http://www.ontariowinesociety.com/events.html>

### **Ontario Wine Society**

The Ontario Wine Society (Niagara) Presents "***The Art and Design of Contemporary Wine Labels***".

Tanya Scholes' book "The Art and Design of Contemporary Wine Labels" has received wide critical acclaim. The book features labels from all over the world. But, we'll be examining labels and featuring wines from 8 Ontario wineries whose labels appear in her book: Foreign Affair, Megalomaniac, Organized Crime, Henry of Pelham's Sibling Rivalry, Southbrook, Five Rows, Malivoire and Truffle Pig. Tanya will have copies of her book available for purchase and autographing.

**Date:** Wednesday, February 23, 2011  
**Reception:** 6:30 pm, Tasting: 7:00 pm  
**Location:** Grantham Lions Club Hall, 732 Niagara Street, St. Catharines.

**Cost:** \$40 each - member and 1st guest, \$50 each - addition guests and non-members.

For more details and to register: <http://www.ontariowinesociety.com/events.html>

### **Ontario Wine Society**

The Ontario Wine Society Toronto Presents "***A Taste of Québec's Tasting Soirée***". This *Tasting Soirée* event promises to be a fun and educational evening with an assortment of artisanal Québec cheeses explained by fromager Thom Sokoloski from '**A Taste of Québec**' complemented by an in depth exposure to Canadian Wine Awards' Winery of the Year for 2010 - Tawse Winery. Thom is also going to demonstrate to us how we can make cheese at home!!

**Date:** Tuesday, March 22, 2011  
**Reception:** 6:45 pm, Tasting: 7:00 pm  
**Location:** Taste of Quebec Shop, 55 Mill St., Building 32, the Distillery District  
**Cost:** \$45 per person. For more details <http://www.ontariowinesociety.com/events.html>