

November 5, 2012

Upcoming Meetings

- **Monday, November 19, 2012**
WCO Town Hall Meeting
Pillitteri Estates Winery
9:30am – 3:00pm

- **Tuesday, November 20, 2012**
LCBO & VINTAGES – How to Best Work with the LCBO Workshop
Location: Cave Spring Cellars
10:00am – 3:00pm

PR Updates and Opportunities

Margaret Swaine – looking for Sparkling wine samples

Please ship sparkling wine samples to Margaret by November 19th, 2012. She plans to include several reviews in the Holiday wine section of Hello magazine. Wide distribution is not the only criteria...but is helpful.

Attn: Margaret Swaine
Unit#4
2 Hawthorn Gardens
Toronto, ON M4W 1P3

*note that NO signature is required

* have courier leave in the large black box marked “deliveries” beside the door

Phone: (416) 961-5328

The Wine Sisters – looking for Gamay Noir and Icewine Samples

Please ship samples by November 20th, 2012. Samples will be used for different stories in their blog (picked up by Wine Align and The Grid), Huffington Post and Tonic Magazine.

Attn: The Wine Sisters (Erin and Courtney)
467 Lauder Ave.
Toronto, ON M6E 3J3

Erin cell#: (647) 298-0757

LCBO & VINTAGES 101 - How to Best Work with the LCBO Workshop

Nov. 20th, 10:00am-3:00pm, Cave Spring Cellars

This session is designed for wineries, new or established, on how to best work together with the LCBO to ensure an efficient and successful relationship. Topics covered will be new

product submissions, Online portals as well as working together to optimize inventory for promotions. The session is designed for those that complete the paperwork, speak to the buyers, and the hands-on staff dealing with the LCBO. BRING your full team!

Niagara RTO – Tourism Partnership of Niagara – Stakeholder Meeting

Nov 6th, 9:00am – 12:00pm, Fallsview Casino

The Tourism Partnership of Niagara will be holding its semi-annual stakeholder meeting on Tuesday November 6th at 9:00am, Niagara Fallsview Casino Resort. View the agenda and RSVP at www.niagarasrto.com

Cabernet Franc Grapes available

8-10 tonnes of Cab Franc grapes available for sale. Excellent condition, approximate brix 22.5-23.0. If interested please contact Randy Riopelle at Terra Vineyards at 647-802-8975 or randy@terravineyards.com.

Wine Country Ontario Experiential Wine Tasting Program – Opportunity to Participate

This Fall and Winter the Wine Country Ontario Experiential Tasting Program will participate in 2 Events and Festivals that collectively attract over 300,000 visitors. Consumers will be delighted to find Wine Country Ontario in an engaging and educational sampling opportunity where they would not necessarily expect to see us but where they will be receptive.

- Christmas Market at the Distillery District in Toronto, November 30 – December 16 (3 weekends) attracts all ages but is skewed to the young urban professionals
Attendance: 250,000+

2011 results: 15,000 samples and just under 1,500 in-depth interactions with the program sommelier

- Winterlude in Ottawa: Sampling on the Rideau Canal February 9-10, 2013
attracts all Ages with expected Attendance of 70,000

2011 results: 3,300 samples and 900 in-depth interactions with the program sommelier

This program is the ideal vehicle for your wines to be sampled by a large audience and other than the cost of the product there is no out of pocket expense to participate. It's very cost efficient!

Submit wines for consideration by Friday, November 16 at this link:

<http://www.surveymonkey.com/s/Experiential2012-13>

The Royal Agricultural Winter Fair - 2012 Wine Competition Results

WineAlign is pleased to be a sponsor of The Royal Agricultural Winter Fair 2012 Wine Competition. The RAWF is proud to present the winning wines from the competition as well

as extend a special thank you to the panel of esteemed of judges, including four of our WineAlign critics. A complete list of judges and wines, including the winners of the Winemakers' Award for Best in Show, Best in Show wines and Gold Medal winners is posted on WineAlign [here](#).