

August 29, 2011

Sustainable Winemaking Ontario Wins Recognition

We are very pleased to announce that the Wine Council of Ontario was chosen to receive a **Recognition Award** for our Sustainable Winemaking Ontario Program from the Minister of Environment.

The **Minister's Award for Environmental Excellence** recognizes outstanding achievement, leadership and innovation in environmental protection.

"This award recognizes home-grown environmental achievement here in Ontario. Commitments to environmental excellence benefit all of us today and for future generations. This award showcases the commitment and innovation that make Ontario an environmental leader internationally," said Ontario Environment Minister, John Wilkinson.

http://www.ene.gov.on.ca/environment/en/about/EnvironmentalExcellence/STDPROD_088998.html

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.

Canadian Wine Initiative (CWI) – Reporting requirements

Members who participate in this program (wine sales/shipments to Ottawa for consolidation and shipment to Canadian consulates/embassies abroad) are reminded to record these sales on LCBO monthly reports (J10s) as "EXPORT" sales. These should NOT be recorded as "EMBASSY" sales (which are sales to foreign embassies located in Canada). Incorrect reporting of these sales will result in overpayment of 'regular' taxes/markups.

Winnipeg Wine Festival

The Winnipeg Wine Festival will begin on April 29th, 2012 with several ancillary events running throughout the course of the week. The Gala Dinner and Auction will be held on May 3rd, 2012 and the Festival culminates with Public Tastings on May 4th & 5th, 2012.

The Tasting floor will feature:

Theme Region area: British Columbia Wine Institute (BCWI) and Wine Country Ontario with 32 VQA winery booths.

- 100 additional winery booths
- On-site Liquor Mart retail store
- Food Bistro
- Several non-liquor booths that are wine related

Attached is a template of the Winnipeg Wine Festival 2012 Winery Booth Application:

Please note:

- Only one winery may be featured at a winery booth. Wineries can be new to the marketplace.
- Only wines that are MLCC listed or new to the market may participate. Wines that are or have been Private Wine Store listings are not eligible to participate.
- A maximum of four wines may be featured at a winery booth. Wines must retail at or above our Premium price range starting at \$10.50 before tax. See page 35 of your Marketing at Retail manual for product categories. Preference will be given to applications that include higher priced category wines in their assortment.
- The standard winery booth fee is \$400.00. Wineries are encouraged to donate a bottle of fine wine, unique wine package or a large format wine (e.g. 3L, 5L) with a minimum retail value of \$175.00. These items will be included in the silent or live auctions at the Winnipeg Wine Festival Gala Dinner and have proven to raise significant funds for Special Olympics Manitoba. In consideration of such donation, the standard booth fee will be reduced to \$300.00.

Wineries selected for the British Columbia Wine Institute and Wine Country Ontario Theme Region Area will also be assessed an additional participation fee of \$250.00. These fees will cover the additional exposure of BCWI and Wine Country Ontario wines in all advertising, the theme region area of the tasting floor, a feature in the Festival Tasting Program and the month long promotion in May 2012 in Manitoba Liquor Marts. Canadian wineries do not necessarily have to be members of either the BCWI or Wine Country Ontario in order to participate. If you are interested in becoming a member of either organization: BC wineries can contact info@winebc.com Ontario wineries can contact info@winesofontario.org

To complete the application:

- Open the attached document
- Tab across and key in your information
- Save to your computer
- E-mail the complete application(s) to: WinnipegWineFestival@mlcc.mb.ca

The deadline for Booth Applications is September 1st, 2011. Completeness of information will be considered in making booth selections. Special Olympics Manitoba will invoice for standard booth fees and theme region fees (if applicable) starting in January 2012.

Once the selection committee has selected the wineries I will forward the Product Application Form for the new wines and the Auction Item Form to the successful applicants.

Consumer Shows

Wine Country Ontario will exhibit at the Ottawa Wine & Food Show and the Gourmet Food & Wine Expo. Both shows take place in November as follows:

Ottawa – November 11-13, 2011

Toronto – November 17-20, 2011

There are 2 opportunities for WINERY participation:

Pod (includes bar below) \$1000/show

Purchase individual pod for the duration of a show, each winery can sample 4 VQA wines plus one additional wine will be sold at the central bar. Proceeds from ticket redemption from the bar will be shared equally among wineries.

One winery personnel will be required to staff the pod for the duration of the show.

Bar:

For \$300 per show we will sell one wine by sample from the central bar for the duration of the show. Professional staff will be hired to pour. Proceeds from ticket redemption in the bar area will be shared equally among wineries.

To participate in consumer shows, go to the following link:

<http://www.surveymonkey.com/s/consumershows2011>

Vineland Research & Innovation Centre Campus – Harvest Social Wine Tasting

Wine Council is a participant of the Vineland E-Team that plans monthly events to enhance life on campus. We are planning a campus harvest social wine tasting here at the Vineland Research & Innovation Centre on Thursday, October 6, 2011 from 5pm-7pm. We anticipate 80-100 people will attend and we're looking for 4 wineries to participate. We will pay each winery \$2.00 per head to offset the cost of wine and will provide stations, ice and glassware for the tasting. Contact linda.watts@winesofontario.org or call 905-562-8070 Ext 223 to participate by Thursday, September 1.