

March 28, 2011

Easter Weekend

Just a reminder, Winery Retail stores are to be closed on Good Friday (April 22) and Easter Sunday (April 24) as per AGCO regulations.

Sustainable Winemaking Ontario – TIME SENSITIVE

This year's version of the Sustainable Winemaking Ontario survey is now available on the Wine Council member's site at members.winesofontario.org. For your convenience, we have made a number of improvements to the survey including the online submission form and access to last year's survey responses, if applicable.

By completing the survey you will help foster the growth of the Sustainable Winemaking Ontario (SWO) program.

Deadline is April 11th, those completed by this date will show their involvement as a SWO participant in the 2011 Wine Country Ontario Travel Guide with a green leaf symbol.

Participate Today!!!

You may access the survey by:

1. Logging on at: <http://members.winesofontario.org>
 - a. If you don't have an account click *Apply Now* and you will receive an e-mail to confirm your membership on the website within a few hours
2. Enter the survey by selecting *Winery Sustainability Survey* from the left navigation bar
3. Clicking the *Start the Survey!* box in the bottom right corner

The survey should take approximately one or two hours to finish. While completing the survey you may leave at any point and your progress will be saved up to your most recently answered question.

Thank you for your involvement in the program and we welcome any other feedback you may have, send to regina.foisey@winesofontario.org

Ontario Hostelry Institute's Top 30 Under 30 Awards

The Top 30 Under 30 is an annual recognition program that celebrates the hospitality and foodservice industry's top 30 young professionals in all sectors. Included on the list for 2011 is Yannick Wertsch, co-owner and winemaker of one of the WCO's new winery members, Between The Lines Family Estate Winery and Amanda McSpadden, Retail Therapist at Good Earth Wine & Food Co. Congratulations Yannick and Amanda!

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.

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.

WINE COMPETITIONS

All-Canadian Wine Championships

The consolidation instructions are attached.

New York International Wine Competition

Just a reminder that WCO will consolidate entries for the New York International Wine Competition. Your commercial invoice for the shipment must be received by Tuesday, March 29 and the consolidation deadline is March 31. Contact [Linda](#) for information.

20th Annual Charity BBQ for Camp Oochigeas

Friday, June 3, 2011 from 11:30am to 2:30pm, the LCBO Queen's Quay store in Toronto will host the 20th Annual Charity BBQ for Camp Oochigeas. Camp Ooch is a not-for-profit organization that provides residential summer camp and year-round camp experiences for children with cancer. Campers do not pay any fees and the camp does not receive government funding.

Camp Ooch is dependent on the generous support of organizations and people like you to provide enriching camp experiences to children with cancer. With your generous support, last year's event – combined with proceeds from fees for in-store tastings raised over \$140,000. Since 1989, Camp Ooch has received more than \$1,000,000 from the Queen's Quay store, the LCBO and our Trade Partners. Our goal is to raise \$150,000 this year.

This money helps kids (who have experienced a lot) experience being a kid at camp. I invite you to join us for some delicious food and some summer fun. Alongside the LCBO Charity BBQ, the Camp Ooch/Trade Silent Auction will take place.

If you would like more information on how you can support this great cause, please contact Paul LaRose at paul_larose@hotmail.com or by cell at: 416-209-8753.

WCO Member's Site

We have launched the new member-only site which gives WCO Members an 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.

New Ontario Culinary Adventure Guide

CityBites Media has partnered with the Ontario Culinary Tourism Alliance to launch the 1st Annual Ontario Culinary Adventure Guide - a NEW, glossy custom publication & online site developed to inform residents of the GTA / Southern Ontario and tourists to the region about the incredible culinary tourism options and ideas that are available for exploring throughout Toronto and the entire province.

The Essence: This is guide, but also a great read. Full of articles on the people, destinations, attractions, events, producers and restaurants that make Ontario's burgeoning culinary tourism offering so compelling. Hungry adventurers will find everything they need to plan and experience a fun-and food-filled getaway.

The Target: Domestic Ontario travel market and inbound travel market from US border states.

The Objective: To drive tourism and culinary awareness throughout the province. Ontario is blessed with a population that is passionate about great food and the artisanal methods that are essential to it's production. Our aim is to inform residents and visitors that Ontario is bursting with incredible opportunities to explore the provinces many culinary trails with single day or multi-day travel adventures.

The Circulation: With a print run of 100,000 copies and primary distribution through The Globe & Mail newspaper, the Ontario Culinary Adventure Guide is a great place to position your brand in-front of passionate food, wine and craft beer lovers.

The Frequency: This is a one-off custom publication. It will be released in mid May 2011 and will be in market through Spring, Summer and early Fall.

Please find attached the rate card for the Ontario Culinary Adventure Guide.

Ad booking: April 15

Ad material: April 20

Release Date: May 11, 2011

I hope you are excited about this opportunity to reach 450,000+ culinary disciples who are passionate about their love of food and are willing to travel to fulfill the experience.

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Inaugural Niagara Food & Wine Expo

Takes place on the Memorial Day weekend, May 27 - 29, 2011 at the Scotiabank Convention Centre, Niagara Falls, Ontario. Participation information is attached.