



Wine  
Country  
Ontario™

# Wine Country Ontario

Tourism Programs and User Guides

---

June 2013



## **1 Wine Country Ontario**

Brand Overview

## **2 Wine Country Ontario Website**

User Guide

## **3 Make the most out of your web listing**

Other programs to add on to your web listing

## **4 Retail Training**

Programs and tools to train staff to give exceptional service

## **5 Mystery Shops**

Secret shops to your winery tasting bar to measure experience

## **6 Social Media Activities**

Wine Country engages consumers through social media – find out how to connect and interact with our activities

# 1

**Wine Country Ontario**  
Brand Overview



## Wine Country Ontario Overview

What is Wine Country Ontario?

There are easier places in the world to make wine than Ontario. There are more profitable places. There are better-known places. In fact, Canada is still an emerging “wine culture.” So, why does anyone want to make wine here? There are less challenging ways to earn a living.

The answer is this: We make wine in Ontario because we love the challenge. We believe in the opportunities. We’re excited to be part of a movement that not only changes the way Canadians see wine, but that also changes our entire culinary experience. We believe that local foods taste best with local wines. We are proud to work with the unique alchemy that is called terroir: making wines here, for ourselves, from grapes grown in our soils and our microclimates, crafted by our winemakers.

We have created a sense of place that is unlike anywhere else. It is a place where grape growers and other farmers, winemakers, food artisans, chefs, B&B owners and innkeepers, tour guides and tourists come together to celebrate a culinary experience that is part of every culture in the world—but in a way that is uniquely our own.

**THIS IS WINE COUNTRY ONTARIO**

# 2

**Wine Country Ontario Website**



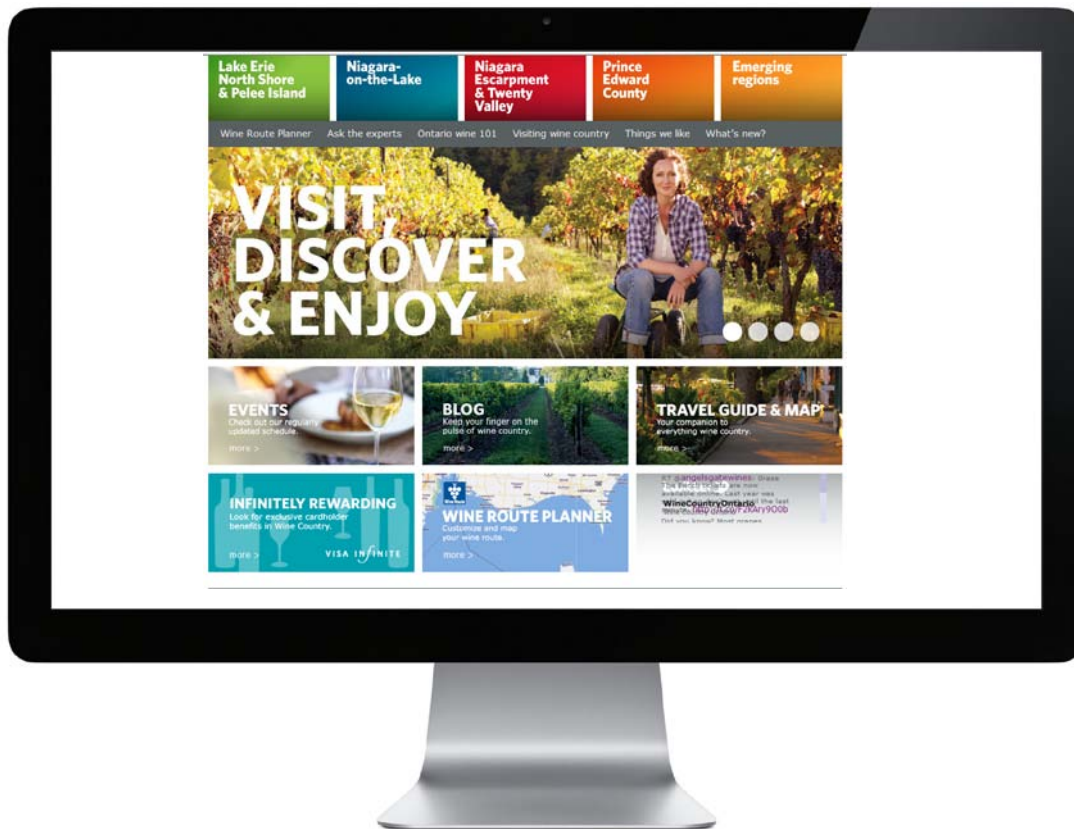
## Wine Country Ontario Website

The site is a robust portal of information for travelers to Wine Country, with trip planning tools, frequently asked questions, Ask the Experts and links to other complementing activities while in Wine Country such as restaurants, shopping, accommodations and more. The site boasts 110,000+ visits a year with the average time spent on the site of 4+ minutes.

The site is divided into regions – similar to the Wine Country Ontario Travel Guide and your winery is listed!

By participating on the Wine Country Ontario website ([www.winecountryontario.ca](http://www.winecountryontario.ca)) you have access to manage your winery posting, add your logo, post events and list and update wines.

The following is a user guide – to allow you access to your ‘account’ to manage your listing.



### Website User Guide

We've designed this document to make it easy for you to navigate the site and manage you own content – to ensure that your customers are seeing the most up-to-date information available for your wines and winery.

With clearly labeled screen shots and step-by-step instructions, you'll learn how to edit your winery profile, create and update wine pages, submit event listing and much more.

If you have any questions or experience any difficulties, please send a message to Regina Foisey at [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)



### USER ACCOUNT PAGE

URL:

[www.winecountryontario.ca/user](http://www.winecountryontario.ca/user)

**Username:** as supplied

**Password:** as supplied on first login, but can be changed on the “Edit my winery” page

Wine Country Ontario

Lake Erie North Shore & Pelee Island | Niagara-on-the-Lake | Niagara Escarpment & Twenty Valley | Prince Edward County | Emerging regions

Wine Route Planner | Ask the experts | Ontario wine 101 | Visiting wine country | Things we like | What's new?

Home

**USER ACCOUNT**

[Log in](#) [Request new password](#)

Username or e-mail address \*

You may login with either your assigned username or your e-mail address.

Password \*

The password field is case sensitive.

[Log in](#)

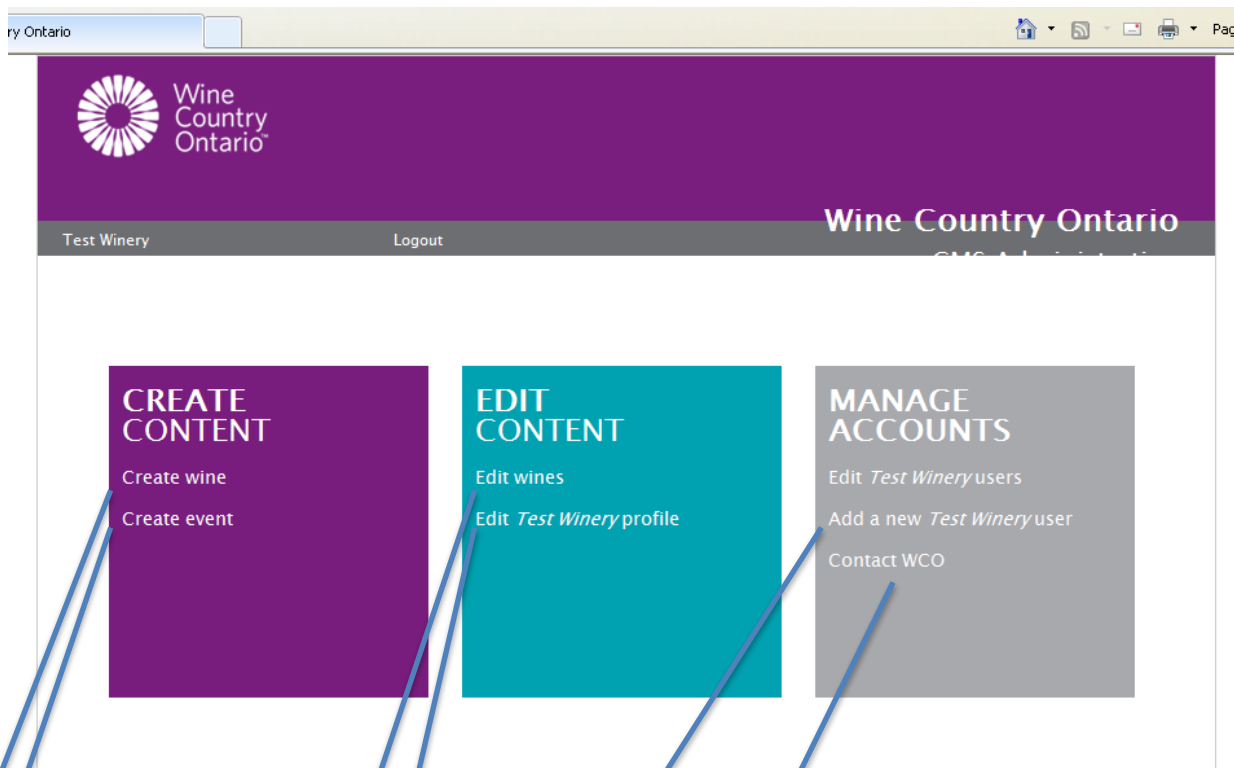
Wine Country Ontario site map

Français | Contact us | Media Centre | Trade resources | Legal





## MAIN MENU



Through this page, you can:

- Create new wine
- Create new event
- Edit an existing wine
- Edit your winery profile
  - Both your public-page information, and your private password and email information
  - You can add additional users to your winery profile
- Send a message to WCO (Regina)
- Log out once you are done

Every time you log in, and whenever you make a change, you'll be directed to the main menu.

If you click on the wrong menu option, use your browser's 'back' button to go back and select the correct option.



## “CREATE WINE” Page

To exit this page without saving your entry, please use the 'back' button on your browser.

The red asterisk (\*) denotes a required field.



### “CREATE EVENT” Page

To create a new event, enter the relevant information into the fields on this page and click “SAVE” at the bottom.

To exit this page without saving your entry, please use the “back” button on your browser.

The red asterisk (\*) denotes a required field.

You have the ability to enter multi-date events. Follow the instructions for each field.

Events can also be entered without logging in to the admin panel at <http://winecountryontario.ca/submit-event>



## “EDIT MY WINERY” Page

At the top of this page, you can update your access information (email address and password)

From the “Description” box to the bottom of the page, you can update the information that is displayed on your public page at [winecountryontario.ca](http://winecountryontario.ca).

VinoVisit and Trip Advisor fields are available for your winery’s unique codes.

Click “SAVE” at the bottom of the page, and you’ll be returned to the main menu.

To exit this page without saving your changes, please use the “back” button on your browser.

# 3

**Make the most out of your website listing**



## Making the MOST out of your Wine Country Ontario Website

The site was built to include the capabilities for online bookings, Trip Advisor Ranking, Google Maps integration and more.

The following pages highlight the suggested add-ons to your listing. Some are free, others have a nominal fee.

On the following pages:

- VinoVisit
- Trip Advisor
- Google Maps
- Events Posting

If you have any questions, please do not hesitate to contact Regina at the Wine Council office to discuss [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org) or call 905-562-8070 ext 227



## VinoVisit



### VinoVisit Online Booking Tool

We conducted a 1 year pilot program with great success and recommend that all wineries on the Wine Country Ontario website sign up for this valuable and inexpensive program.

#### Statistics:

Since the 2012 Ontario rollout

The system was used to book reservations for 5,329 guests

Over 850 individual reservations booked

Average group size of 6.26

Guests from Canada, Pennsylvania, Florida, North Carolina, Ohio & Alabama

#### Feedback from Wineries:

***“Vino Visit gives us a relatively untapped avenue with which to direct and drive traffic to our winery. Not only does it allow us to leverage our website much more efficiently in allowing customers to book regularly scheduled tours and events directly (rather than via a staff member answering a phone call), but we also have the added awareness created by the Wine Council’s website as well. An email to our database allows us to announce an event and at the same time provide a link directly to the booking engine to capture their reservation in real time. The benefit of this program will only become stronger going forward as more and more patrons become aware of this technology and utilize it to plan their wine country itinerary. We’ve already had return bookings in the short time it has been live. From a cost/benefit standpoint, it is incredibly inexpensive in reaching both new and existing customers”.***

***Bart Bacon, Retail Manager, Creekside Estate Winery***

***“My staff love VinoVisit, it helps keep them organized”***

***Paul Speck, Henry of Pelham Winery***



## VinoVisit

### Hello from VinoVisit,

With the new season around the corner I wanted to let you know about the new enhancements we worked on throughout the winter.

The booking widget resides on your site and the winecountryontario.ca website which allows guest to book reservations; is now mobile friendly! This means that guests will have an easier time booking reservations from their mobile device (iphone, android, ipad). Easier booking for guests from their mobile device means more reservations and revenue for you.

Have a Facebook page? How about popping a booking widget on your page and making it super easy for guests to book a reservation directly from your Facebook page?

Using one system to manage reservations and another to manage events? Still taking calls or emails from guests making reservations for your events? No need to do that any longer. We have EasyInvite! EasyInvite makes it possible to manage events directly from the VinoVisit dashboard. Put a booking widget in your outbound email and cut down on inbound calls and emails for reservations. Make it easy for guests to reserve their spot at your event.

Do you use vin65 or eWinery Solutions? Would you like to process credit cards directly through your gateway for tasting experiences and events. We've got you covered! With VinoVisit you can process a credit card payment in advance, or at a future date for your tasting experiences or events.

Offering a lunch choice? Your guest can now choose their lunch choice at checkout on [www.vinovisit.com](http://www.vinovisit.com). Also available on the booking widget.

### Don't forget about these:

Want to color your booking widget to match the color scheme of your website? We can do that!

Have an event that you want closed after the first reservation is made. That's possible with first booking closed. This is terrific for private experiences.

Need a promo code? We can build them for you. You can have a dollar or percent discount.

Want to put the booking widget in an iFrame, or lightbox – easy for your web team to do that.





## VinoVisit

One day event? Use the one day event functionality and have the booking widget default to the day of the event! Your guest won't have to search for the day of the event.

Confirmation emails are sent automatically when a reservation is made and they can be customized!

Fees: The folks at Wine Council of Ontario have once again negotiated a great deal for you.

If you participated in the program last year the fees are the same.

- No monthly fee

- Reservations entered into the dashboard \$0.00

- Reservations from VinoVisit main site \$1.50 per person

- Reservations from the booking widget \$0.75 per person (widget on your website, or winecountryontario.ca site)

If you're interested in participating this year and take advantage of this terrific tool and opportunity?

- One time set up fee of \$150 (same as last year)

- No monthly fee

- Reservations entered into the dashboard \$0.00

- Reservations from VinoVisit \$1.50 per person

- Reservations from the booking widget \$0.75 per person

### Getting Started:

If you participated last year.

- Be sure all of your experiences are up to date

- Ensure that all necessary team members have access to the dashboard

- Install booking widget(s) on your website (visit us page) and enter your unique

- VinoVisit code on the winecountryontario.ca website

If you're new to the program.

- Complete the simple enrollment form

- Send to VinoVisit; we'll get you set up

- Install booking widget(s) on your website (visit us page)

- Training will be offered by request if needed.

Contact: Bob Iannetta; 707-258-8104; [bob@vinovisit.com](mailto:bob@vinovisit.com) directly to start the process.



## Trip Advisor



**Trip Advisor is the #1 Global travel site.**

We encourage all wineries to register and seek consumer comments. The more Ontario wineries participating will increase Ontario Wine Country ranking as a travel destination.

Once registered – you have the ability to link to your Trip Advisor page off your Wine Country Ontario winery page as well as your website.



## Google Maps



### Google Maps

Google Maps runs many of the mapping programs on smart phones and the Wine Country Ontario website.

Be sure to check out your link on Google maps to review – you can update and enter your information.

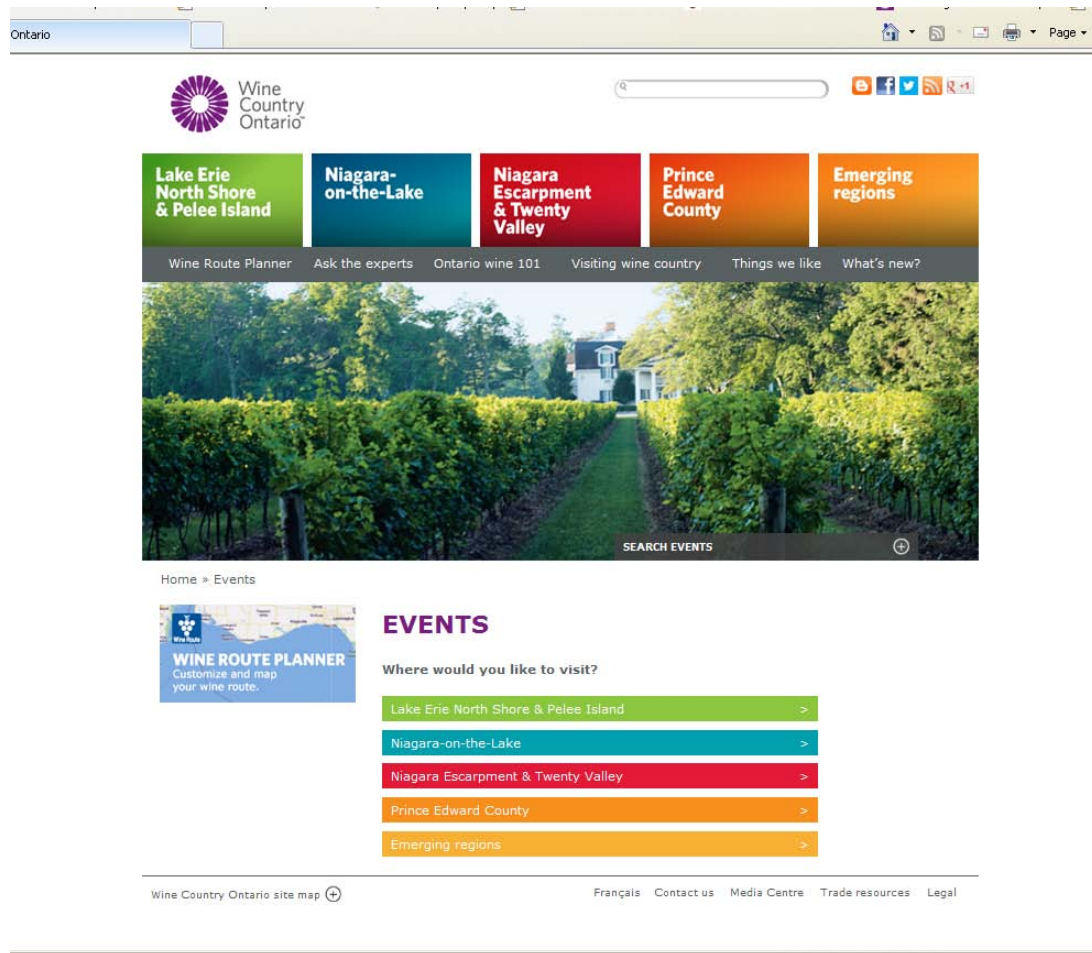
Google also has the ability to add description, hours, phone, website, email , etc.

Go to Google Maps to “*Put your Business on Google Maps*” and follow the directions.

All free of charge!



## Events Posting



**Event Posting** - the Wine Country Ontario website has the ability for all wineries to post events – the event listing page is in the top five each month.

You can access to post events two ways: through your administration access, or go to: <http://winecountryontario.ca/submit-event>

# 4

**Winery Experiences – Retail Training**



## Winery Experiences – Retail Training

Throughout the year, Wine Country offers retail training sessions for both front-line tasting bar staff as well as Retail Managers, supervisors and owners. These sessions are designed to assist with having a winery experience that exceeds customers expectations by delivering world-class customer service. This training provides tips on maximizing potential sales, motivating your team, performance measurements and ongoing coaching skills.

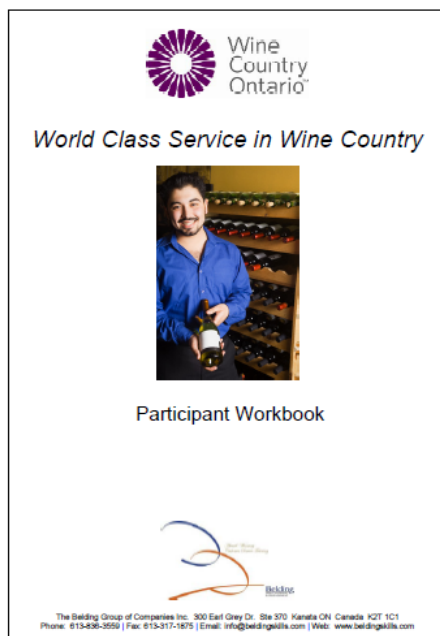
### Retail Training Programs

Front Line – NEW staff  
World-Class Customer Service

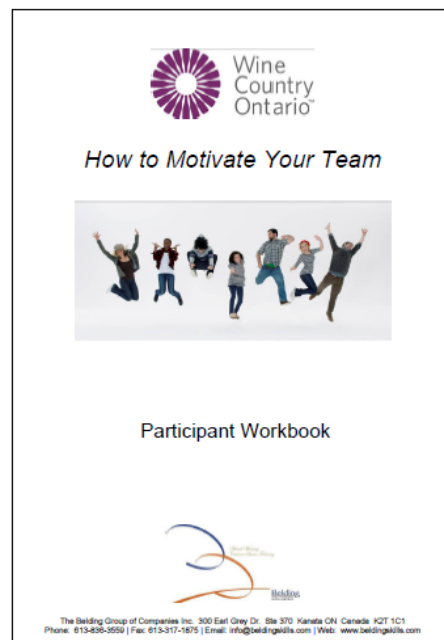
Managers, Supervisors  
Motivating your team and performance measurements

Contact the Wine Council office for the schedule of upcoming sessions. At [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

World Class



World Class



5

**Winery Experiences – Mystery Shop**



## Winery Experiences – Mystery Shop

To encourage that wineries deliver a consistent, quality consumer experience throughout wine country, the Wine Council of Ontario has developed a winery visitation metric; this 'secret shopper' program is conducted at all participating wineries.

The criteria for the metric was developed through a consultation with the Visitors First subcommittee, selected from key hospitality leaders in the industry , and based on past evaluations.

The evaluation focuses on 4 key areas: Physical appearance/environment; ; Interior Merchandising; winery experience; educational component (did the staff talk to guest about the winery, the region and the wines; and the Tasting over-all Experience.)

This evaluation provided a methodology that could support the evaluation of all winery properties regardless of size and would embrace the unique experiences which each of the properties offer. At the same time, the metric ensures some discipline around the 'basics' which the WCO felt that each property must offer to be tourism ready. The program is supported by the Retail Training programs (Section 4)

### **Wineries are encouraged to use this report as at tool!**

Following are a few documents to assist you for this program:

- Mystery Shop Questions and rationale for each question
- Mystery Shop Toolkit to help you ensure that you and your team are delivering world –class customer service and optimizing your sales opportunities as well as tips and solutions for recognizing high performance, and for coaching to improve performance.

If you have any questions on the program or are not receiving notifications of your Mystery Shop reports automatically – contact [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org) to set up your account and access to the reports.



## Mystery Shop Rationale for Scoring

	Question	Response	Points	Response	Points	Response	Points	Response	
1	How long did it take to be greeted by at least one employee? (Greeting can either be verbal or non-verbal)	Under 15 seconds	5	15 seconds to 1 minute	2	Over 1 minute	0		Points will be allocated on a scale based on the time to 'greet' the customer - greeting can be verbal (hi, hello, welcome to xx winery) or eye contact/smile. This can be done by retail staff or other winery staff such as winemaker etc - anyone identifiable as winery staff in the customer space.
2	Was the greeting warm and cheerful?	Yes	5	Basic "Hi" but no more.	3		0		Goal is for more than a 'Hi' only - it would be better to say "Welcome to xx winery, have a look around and when you are ready we have wines at the tasting bar you can try."
3	Were you warmly acknowledged by all available employees?	Yes	5	No	0				Similar to question #1 - all identifiable staff in the store or parking lot should greet/acknowledge the customer. <b>If no other staff around - points are given on the greeting by the staff present.</b>
4	Did employees appear genuinely interested in you?	Yes	5	Somewhat	3	No	0		We want customers to feel welcome, feel that we are happy they came to our winery, be interested in them and assist - GOAL is to exceed their expectation
5	Did you feel that the associate genuinely tried to get to know your needs, in order to make the best recommendation. How many questions did employees ask to learn a little more about you, your lifestyle, your food preferences and your wine preferences? (Please give examples of some of the questions asked)	3-5	5*	2-3	3	0-1	0	N/A (Staff were all busy with customers) Automatic 5 points	You want the customers to feel that you are interested in finding what best suits them. Want more than just asking if they want to try a red or white - You should try to delve deeper to find out how they plan to enjoy the wine - on its own or with food, what kind of foods etc. A N/A answer will result in 5 points IF the tasting bar is very busy and therefore no time to spend one-on-one with guest. Retail staff should try to engage with at least one or two questions, speaking to multiple groups at the same time where possible.
6	Was the staff knowledgeable about the winery and the region?	Yes	5	Somewhat	3	No	0		This can be achieved by stating what your winery is known for - start by asking has the customer even been to your winery before? Speak specifically to the region, where possible.
7	Did any of the staff suggest another winery in the region you should visit or other activities you might enjoy?	Yes	2	No	0				If a guest likes a Riesling - recommend a few other wineries that are known for Riesling. The recommendation doesn't need to pertain to that day specifically, it could be "You should visit xxx winery one weekend, they have great Riesling!" - it is to encourage more visitation to wine country at any time.
8	Were the staff easily identifiable? (By uniform, or by their greeting)	Yes	3	No	0				Name badges, logo'd shirts, aprons etc can achieve this. Points can also be awarded if staff members identify themselves right away with their greeting.
9	Did the employee appear genuinely passionate about the wines?	Yes	5	Somewhat	3	No	0		This is a great opportunity for staff to show their passion for the winery, the wines. Add anecdotal comments like - had this with BBQ on the weekend etc. or this is one of my favourites. Share a story from your winemaker - My winemaker recommends this wine with xxx.

10	Did the employee respond to your questions positively, and in a friendly manner?	Yes	5	Somewhat	3	No	0		Be forthcoming with information - not just yes or no answers - create the conversation.
11	Did the employee educate you about the wine?	Yes	5	Somewhat	3	No	0		When sampling a wine, recommend a food pairing or how to enjoy this wine. Talk about the vineyard, region, process, ageability etc.
12	Did the employee offer to get a bottle for you to purchase or encourage you to purchase?	Yes (got the bottle for you)	6	Somewhat (asked if you would like a bottle / directed you to the shelf )	3	No	0		SELL - this is the opportunity to ask the customer - You enjoyed the Riesling - can I get a bottle for you? If bottles are behind the bar - give a customer the bottle from there OR come out behind the tasting to get it off the shelf. The goal is to assist the customer and encourage the purchase.
13	Was there water available? Was there a place to discard the wine? (If not visible, did the associate let you know where?)	Yes (Both water and place to discard wine)	5	One of the above	3	Neither	0		Customers don't know if they are expected to drink the full sample and might not want to. To encourage responsible serving - let customers know they don't have to consume the full sample and can discard the remainder of the sample of wine
14	Was the wine free of defect?	Yes	1	No	0				This is not for the customer to 'judge' the quality of the wine, but to ensure that the wine did not have floating cork, fruit flies, or oxidized etc. ALL should get full points for this. BUT we have had a few that have not so....still relevant.
15	Are the winery grounds and parking lot free of debris and well maintained?	Yes	5	No	0				Self explanatory - newspapers at road are the most frequent comments
16	Is the signage throughout the winery adequate and easy to understand?	Yes	2	No	0				Many customers do not like to ask. Therefore signage for wines on shelf, etc should be viewable
17	Is the interior of the winery clean and well maintained?	Yes	5	No	0				Dusty glasses, stains on tasting sheets are the most frequent comments. Cases for shipping are fine - it is a working winery - just ensure the customer is not expected to walk around - keep them to the side.
18	Is the tasting charge (if any) clearly identified?	Yes	2	No	0				This can be printed on the list of wines available for tasting, on signage OR can be verbally mentioned to the customer.
19	Are the public washrooms clean?	Yes	2	No	0				Self explanatory
20	Is the glassware in the tasting bar clean and well-presented?	Yes	3	No	0				Spots, lime build up, lipstick etc, will deduct points. Automatic zero if disposable glasses are used at the tasting bar.
21	Is the list of wines and prices available at the tasting bar and well-presented?	Yes	2	No	0				If not printed - is there a sign or something that allows customers to see the full offering - WITH Prices.
22	Was there a welcoming atmosphere inside the winery? (Please consider music, mood and decor)	Yes	5	Somewhat	3	No	0		Customers want to feel welcome, feel that they are in a location 'designed' for them. Make sure décor, atmosphere is welcoming and that the customer does not feel intrusive. Music should be audible but not over powering. Any type of music is fine as long as the customer is able to talk, listen and feel comfortable.
23	Did the employee encourage you to add to your purchase?	Yes	5	No	0				This can be as simple as asking them to enjoy a glass on the patio, stay for a bite to eat, do they need a corkscrew, or would they like a bottle of the other wine they enjoyed.
24	Did the employee thank you for your visit?	Yes	4	No	0				This can be at the tasting bar, cash out area or as they are leaving.
25	Did the employee invite you to return? (eg. I hope we see you again!)	Yes	3	No	0				Similar to above - can be a different staff or same staff as above.
26	Based on this experience, how likely would you be to return and recommend this winery to friends? (Please explain)	Yes	0	No	0				NO points but included to give an overall impression of the visit.



## Winery Experiences – Mystery Shop

Here are a few tips for getting the most from your monthly mystery shops:

### Reading and interpreting mystery shop results

RetailTrack will be generating e-mails from our system that will send each winery contact(s) with their own username and password. Once you receive this information, you will be able to log on as a client at [WCO - RetailTrack Login Website](#) and view individual mystery shops for your winery as well as generate monthly reports and analytics. If for some reason you don't receive the e-mail, be sure to check your spam/junk mail filter because sometimes it can get caught in there.

At the top of each report, you will see information about when the visit took place and how many customers and sales associates were present in the store. There is also a description of the sales associates who interacted with the mystery shopper and an overview of the sales associates activities when the mystery shopper entered the store.

The mystery shopper will provide a detailed account of their time in the store, giving you an “eyes on the ground” view of the mystery shopper's experience.

The scoring section of the report is divided into categories as the mystery shopper moves through the store:

- Winery experience
- Wine tasting experience
- Environment
- Cash experience
- Overall impressions

In each section, points are given for each of the criteria and the mystery shopper will explain what prompted them to score the way they have.



# Winery Experiences – Mystery Shop

## How to use a Mystery Shop - For Wine Country Managers

### Effective ways to address and improve sub-standard performance

#### Make it a positive tool

If you position the mystery shop as a negative thing - 'us vs. them' - or something to be afraid of, you will lose its value as a coaching tool.

#### Role model the behaviours

If you as a Manager aren't at 100%, it is unreasonable to expect your team to be.

#### Prominently post a blank report form

Make sure all of your team understand what the mystery shopper will be looking for

### Effective ways to use mystery shopping for coaching

#### Discuss the mystery shop, and don't allow excuses

You may find anomalies in a shop from time to time. It happens. But don't allow these to be an excuse for someone who needs to improve. Discuss each aspect of the shop and why it is important.

#### Coach the areas that need improvement

They won't improve on their own. Work with each employee every day to ensure that, on the next mystery shop, they will be successful.

### Effective ways to use mystery shopping for reward & recognition

#### Celebrate the great scores!

When someone gets a great score, make sure that everyone knows. Make a fuss. This is a great opportunity for some huge positive reinforcement.

As always, if you have any questions, if you would like any support materials, ideas, suggestions or anything to help you with your efforts - just let us know. Contact Regina Foisey at [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

# 6

**Social Media and Public Relations**



## Social Media and Public Relations

Social media and traditional public relations activities are important components of the marketing plan for Wine Country Ontario.

Wineries are encouraged to help leverage and maximize our efforts by staying connected with our social media channels and by using and referencing our media resources so that our industry shares consistent information.

If you have any questions about these programs please contact [Magdalena@winesofontario.org](mailto:Magdalena@winesofontario.org).

### **RESOURCES & TOOLS**

**Wine Country Ontario Media Centre:** <http://winecountryontario.ca/media-centre>

Direct Media here in order to share common messages

Find useful tools including PDFs of Wine Country Ontario: Our Story Booklet in multiple languages

**Wine Country Ontario Social Media Assets:**

Twitter Handle is @winecountryont

Facebook is <https://www.facebook.com/WineCountryOntario>



### Social Media Activities

**Facebook:** This channel has steady growth in followers and engagement. Wineries are encouraged to leverage Wine Country Ontario Facebook activities where possible. And if you have not liked us yet, please do so.

As of June 2013 we have 28,206 Likes for the Wine Country Ontario Facebook account.



Facebook /winecountryontario

**Twitter:** Daily activity strives to grow our followers and engagement on a steady basis. Wineries are encouraged to leverage conversations and initiatives and connect with @WineCountryOnt and if you are not following us please do so.

As of June, 2013 we have 6,900 followers.



Twitter @winecountryont



Welcome to this week's *Spotlight* on Wine Country Ontario!

*Spotlight* on Wine Country Ontario highlights social media coverage and mentions for WCO activities, including programs and events, generated by the WCO team and Veritas. Each week we will provide insight on our most successful posts, interesting consumer interactions, community growth and relevant news or events. Enjoy!

#### Highlight Of The Week:

This week's highlight was a post on Friday, May 31<sup>st</sup> which featured a beautiful image of Ontario's wine country and asked fans to like the post if they wished they were there right then. The post was very successful with 265 likes, 15 comments and 13 shares to date! The pages that shared the image included the Twenty Valley Tourism Association page, among others. The success of the post demonstrates the love for Ontario's wine country and excitement for the upcoming summer season.

**Spotlight on Wine Country Ontario:** Look for a weekly update created to highlight “up and coming events” in addition to providing insight on the highlights of the previous week social activities. Wineries are encourage to read it regularly.





## **SOCIAL MEDIA TOOLKIT FOR ONTARIO WINERIES**

January 23, 2012  
Updated December 19, 2012 Version 5

PREPARED BY VERITAS COMMUNICATIONS  
FOR WINE COUNTRY ONTARIO

### **Social Media Activities**

Social Media Toolkit: Released last year, the Social media Toolkit was created to provide wineries with information on how to use social media at their own wineries in addition to ways in which your winery can engage and interact with Wine Country Ontario in its social media channels.



## **HASHTAG HANDBOOK FOR ONTARIO WINERIES**

PREPARED BY VERITAS COMMUNICATIONS  
FOR WINE COUNTRY ONTARIO

Hashtag Toolkit: A new Hashtag Toolkit has been created to allow industry and stakeholders to work together and leverage common hashtags that are related to Ontario wine.

Both of the above are available in a PDF format and can be requested from the Wine Council of Ontario. Contact [info@winesofontario.org](mailto:info@winesofontario.org)





If you have any questions on the Wine Country Ontario programs, do not hesitate to contact the Wine Council of Ontario office.

Wine Council of Ontario for  
Wine Country Ontario  
4890 Victoria Ave North  
PO Box 4000  
Vineland Station, ON, L0R 2E0  
T 905-562-8070  
F 905-562-1993  
[www.winecountryontario.ca](http://www.winecountryontario.ca)