

January 24, 2011

Wine Country Ontario Travel Guide

Please remember that the deadline for submitting winery information for the 2011 Wine Country Ontario travel guide is January 25th. Please call R. Foisey at the office (ext. 227) if you have any questions.

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.

Changes to Wine and Wine Cooler Tax Return

We have been advised that there will be some minor changes to the Wine and Wine Cooler tax return **effective March 1, 2011**. These changes are in response to input from manufacturers, and are intended to streamline the information required. A notice of the upcoming changes will be mailed out to the manufacturers in their return packages in January, February and March 2011. A separate mail out to wineries that file quarterly will be done mid-January 2011 and their return packages in March 2011.

The changes to the return were made to Schedule A - Product Distribution Report. They include adding new lines in the "Non-Taxable Distribution" sections to better track sales through the Liquor Control Board of Ontario (LCBO) - e.g. Direct Delivery Sales to Licensees - and Sales to Ontario Wineries. We believe these changes better reflect how existing manufacturers' maintain their records and as such it will make it easier to transfer numbers.

The first new return will be mailed to manufacturers in March 2011 for the March filing period and they will be expected to use this return when they file by the due date of April 20, 2011. They will also be receiving a copy of the revised guide with the new return that will explain these changes in further detail.

A copy of the new return is attached. If you have any questions, please contact D. Gibson at the WCO office.

Via Rail Looking for ½ bottles of Wine to List

Wineries that produce ½ bottles of red or white wine that might be interested in a listing on Via Rail should contact Lynn Lefebvre, Product Manager at Tel: 514-871-6185 or and/or at lynn.lefebvre@viarail.ca.

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.

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.

Bulk wine needed

Looking to purchase 2,500 – 5,000L Unoaked Chardonnay in bulk. 2010 vintage preferred. Please contact (e-mail with details) Jeff at jaubry@coyotesrunwinery.com

23rd Annual Cuvee - 2011

The Cuvee Gala is on Friday, March 4th, 2011. For more information visit www.cuvee.ca

The Cuvee media and trade tasting, hosted by the WCO, will take place on Wednesday, February 9th, 2011 at the Bank of Montreal, Toronto. As soon as we receive the results of the top scoring wine from the judging we will be requesting samples of each wine for the tasting. Wineries can expect to receive a request for samples the week of January 24.

Ontario Wine Society - CUCCI Ristorante, Event Room

OWS Oakville invites you to come and celebrate the start of the New Year. And what would a new year's celebration be without a little bubbly? Try some sensational sparkling wines and a variety of luscious Icewines. Bring your friends, family and colleagues out to begin 2011 with some of the best wines Ontario has to offer.

For further details please visit: <http://www.ontariowinesociety.com/events.html>

Date: February 16, 2011

Location: 119 Jones Street, Oakville ON, L6L E7L

Reception: 6:30 p.m.

Tasting: 7:00 p.m.

Includes sumptuous snacks prepared by the Cucci culinary team

Members \$35; Non-members \$45