



Wine Country Ontario

Taste Ontario! Trade and Media Tastings

This year, Wine Country Ontario is hosting our annual trade and media tastings in conjunction with the VINTAGES Taste Ontario consumer events in both Ottawa and Toronto. Both dates are in October this year, October 7th in Ottawa and October 10th in Toronto.

All Ontario VQA wineries are invited to participate in these trade tastings. This communication is specifically for participation in the trade tastings and is not related to the consumer events, which are scheduled in the evening. If you have questions about participating in the Consumer Events, please contact Marie Capone at the LCBO.

Events Details:

	Ottawa	Toronto
Date	Monday, October 7, 2013	Thursday, October 10, 2013
Time	1:00pm-4:00pm	1:00pm-4:00pm
Location	Westin Hotel, Ottawa	Royal Ontario Museum, Toronto
Expected Attendance	300	500

What Wine Country Ontario expects from participating wineries:

- The attendance of the winery's principals and winemakers will enhance the tasting experience for the winery, media and members of the trade
- Wineries will provide details of the wines that they will be pouring not later than Friday, July 26, 2013, this information will be included in the tasting booklet and on signs behind your station. Each winery can have and pour 4 wines per table at one time. Wineries are encouraged to bring their best wines, library wines (of particular interest to licensees and media) as well as come prepared to take orders.
- Provide a list of restaurant contacts to include the restaurant name, the owner/wine buyer name, full address and postal code and telephone number. Although we make every attempt to maintain an up to date list of licensees, it is challenging. Since most of you either have a sales force or have an agency selling your wine it gives you access to this information. Please submit to linda.watts@winesofontario.org. We do not share the contact list of licensees without consent.
- Help to promote the event by listing it on your trade websites and through your sales team, etc. – electronic invitations will be available.
- Participation Cost: \$200.00 per winery plus HST (\$226.00)

What Wine Country Ontario will do:

- Space will be allocated on a first come, first served basis, based on the date of registration on Survey Monkey.



- Wine Country Ontario will determine the layout of the tables at both venues and the tables will be organized alphabetically by winery name, within their respective appellations (if applicable). Virtual Wineries will be labeled and situated as such.
- Event management
- Table linens, Ice, glassware and spittoons will be provided
- Design, print and distribute invitations to trade and media
- Trade and Media Relations and support
- Design and print Winery Signs
- Design and print tasting book
- Venue décor
- Hors d'oeuvres/water/coffee
- Consolidation of wines to and from venues (including Consumer Events)

Complete the registration online at this link not later than Friday, July 26, 2013:

<http://www.surveymonkey.com/s/WCOTradeTastings2013>

If you have any questions or require more information please don't hesitate to contact me at linda.watts@winesofontario.org or call 905-562-8070 Ext. 223