

**May 24, 2011**

**WCO OFFICE HAS MOVED!!**

The WCO has now moved to our new office at the Vineland Research Centre. E-mail and phone service is now operational.

The new office contact information is:

Address:

4890 Victoria Avenue North

P.O. Box 4000

Vineland Station, ON

L0R 2E0

Telephone: 905-562-8070

Fax: 905-562-1993

**WCO Board and Committee Nominations**

The WCO Board and Committee Nomination information for the upcoming AGM has been sent out to all wineries. If you have not received the information please call Tanya at the WCO contact and she will resend the information out to you.

**VQA Support Program**

The Ministry of Economic Development and Trade (MEDT) has distributed packages with respect to this year's VQA support program (which reflect sales through the LCBO up to March 31, 2011). You should receive your package this week (some may have received last Friday). Please review the material sent. If you have any questions, please call Margaret Vokes at MEDT at (416) 327-3975 (Margaret has replaced Graham Flanagan, who looked after the program last year). If you have any general questions about the program, please contact D. Gibson at the WCO office (ext. 222).

**WCO Social Media campaign**

Be sure to submit your winery's event to [www.winesofontario.org/submit-event](http://www.winesofontario.org/submit-event) for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

**Spectacular Wineries of Ontario – New Book**

Patricia Butler (from Panache publishing) has started a new book entitled, **Spectacular Wineries of Ontario**. Panache has been publishing beautiful coffee table books in Canada for the past three years. Some of their titles include: Spectacular Homes of Toronto, Spectacular Homes of Western Canada, Experience British Columbia, as well as the upcoming releases, Art of Celebration Toronto and Perspectives on Design Western Canada.

Soon to be found in the finest bookstores and establishments in our area, **Spectacular Wineries of Ontario** will proudly showcase our region's finest wineries in a high-end, luxury style coffee table book, allowing visitors and residents alike to discover, or rediscover, what makes Ontario such an outstanding place to experience some of the world's finest wines. Panache Partners has developed a multi-faceted media approach in creating **Spectacular Wineries of Ontario**.

This includes:

- A beautiful coffee table book that will include the finest wineries Ontario has to offer.
- An online digital version of the book.
- Individual Micro-sites for each featured winery. The Micro-site will include rotating photography and a virtual tour of your establishment. This can be utilized on your individual websites and/or sent to your client database.
- Panache has commissioned a photographer to photograph your winery and also shoot the 360-degree tour.

Patricia Butler will be reaching out to wineries across Ontario to connect with wineries that might be interested in this type of opportunity. Please keep in mind there is a cost associated depending on the level of participation. Patricia can be reached at 416-402-2304 or [pbutler@panache.com](mailto:pbutler@panache.com). Visit [www.panachewine.com](http://www.panachewine.com) to learn more.

### **Riesling Experience – An International Celebration of Style, Structure and Purity**

The *Riesling Experience*, first held at Brock University, Ontario Canada in 2008, was so successful that the organizers are back again for 2011 with an expanded two-day program. World-renowned French producer, **Pierre Trimbach** will open the event with a tutored tasting of his top Rieslings and will discuss his experiences with Riesling in Alsace. It will be hosted at CCOVI at Brock University, on June 9, 2011.

The purpose of the gathering is to bring together producers, trade, and media and wine enthusiasts from Canada, the US and around the world to share and learn more about the diversity, beauty and versatility of Riesling. Of all the noble varieties in the world, we are constantly amazed by its infinite dimensions and the people who give this exquisite variety its fullest expression.

The program will also include:

- a "Great Lakes" panel with representatives from Michigan, New York, Ohio and Ontario
- a Riesling-friendly luncheon and an international Riesling tasting
- a second optional day including a hands-on vineyard tour of Niagara's oldest and most award-winning vineyards and luncheon

To register for one or both days of the conference, [www.rieslingexperience.com](http://www.rieslingexperience.com)

### **Hong Kong International Wine and Spirits Festival**

Please see attached the registration package for the Canadian Pavillon at the Hong Kong International Wine and Spirits Fair, November 3-5, 2011, organized by the Canadian Food Exporters Association. In addition to participation in the Canada booth and trade show, there is also the option to participate at a discounted rate in the 2011 Hong Kong Wine & Dine Festival, October 27-30, 2011, to be held at the West Kowloon Waterfront Promenade. Information on the HKIWSF and HKW&DF can be found here:

<http://www.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html>  
[www.discoverhongkong.com/wineanddine](http://www.discoverhongkong.com/wineanddine)

Please contact Susan Powell ([SusanP@cfea.com](mailto:SusanP@cfea.com)) directly if you have any questions or wish to participate in Canada Pavilion or the Wine and Dine Festival.

### **All-Canadian Wine Championships**

The results of the competition are attached.

**Niagara Food & Wine Expo Complimentary trade registration - [Register](#) by Tuesday May 24th, 2011**



NIAGARA  
FOOD  
& WINE  
EXPO

*You're invited!*  
Sample hundreds of wines, beers and spirits.  
Savour gourmet cuisine from Niagara's best restaurants.

**May 27-29,  
Scotiabank Convention Centre**

Friday, May 27: 2 - 10pm | Saturday, May 28: 12 - 10pm  
Sunday, May 29: 12 - 6pm

Visit the Trade Only section at  
[niagarafoodandwine.ca](http://niagarafoodandwine.ca)  
to register for your complimentary  
guest pass now!

The poster features a photograph of the Scotiabank Convention Centre at night, with its lights reflecting on the surrounding area. The text is arranged in a clean, modern layout with a mix of bold and italicized fonts.