

July 25, 2011

Member's Site – Wine Council of Ontario

Remember to visit the Wine Council of Ontario member's site

<http://members.winecouncilofontario.ca> to view past issues of the eblasts, and other information for member's only.

***Note:** the url has changed – update your bookmarks. Both addresses will continue to work for now.

LCBO In-store TASTINGS – DEADLINE TODAY!

YOU MUST APPLY THROUGH THE LCBO MPTS PORTAL!!!!

The deadline to apply for Period 7 LCBO in-store tastings is today. All applications must be made through the LCBO MPTS system. Attached is the list of VQA stores eligible for subsidy. Full memo went out to members on July 14th, 2011. The WCO WILL work with the LCBO to allocate tastings as in the past for this important initiative.

Contact Regina at regina.foisey@winesofontario.org for more information.

KPMG Economic Analysis of the VQA wine industry

As you know, reports done by KPMG entitled “Study of the Ontario Economic Impact Content of Ontario Wines” over the years have been extremely valuable to the WCO and the industry as a whole. Recently, members were provided a survey to complete so that this study could be updated.

If you did not receive the survey, or the accompanying notes of explanation, please contact D. Gibson at the WCO office (ext. 222).

In order to complete this study on a timely basis, **KPMG would like to receive this completed spreadsheet by Friday, July 29th**. Information can be submitted to D. Gibson at the WCO, or direct to Jamie Barnes at KPMG jamiebarnes@kpmg.ca. Any questions can be directed to Jamie by email or by telephone (416) 777-8374, or to D. Gibson at the WCO.

Ontario Vineyard Improvement Program

Just a reminder that this program, announced a couple of weeks ago, will begin accepting applications for the first intake starting August 2nd, 2011. A second intake will be held in December 2011 for the second year of funding. This program is offered on a first-come, first-served basis, so if you are planning on applying to the program, Aug. 2nd will come quickly. (note – if applications are such that the first year funds available are exhausted, there WILL BE an official list developed for the second year – so you will not ‘lose out’ on funding, but you’ll have to wait an extra year for the payment – regardless, you are encouraged to apply prior to the Aug. 2nd deadline).

A more detailed summary of the program appears at:

<http://www.omafra.gov.on.ca/english/rural/ovip/index.htm>

Full guidelines for the program can be seen at:

http://www.omafra.gov.on.ca/english/rural/ovip/ovip_guidlines.pdf

The application form for the program can be found at:

http://www.omafra.gov.on.ca/english/rural/ovip/application_form.doc

If you have any general questions on the program, please contact D. Gibson (ext. 222) at the WCO office.

Update re Tax Relief on Promotional Wine

The Ministry of Revenue has just released the expected 'Information Notice' with respect to the exemption from the Wine Tax for promotional/sample wine. The Notice is available on the Ministry website at:

<http://www.rev.gov.on.ca/en/notices/bwt/0711w.html> or in a pdf format:

<http://www.rev.gov.on.ca/en/notices/bwt/pdf/0711w.pdf>

The Notice confirms that the exemption is to be claimed on an ongoing basis beginning July 1, 2011. It also provides clear instructions for how to claim the exemption for promotional wine distributions made from July 1, 2010 to June 30, 2011.

If you have any questions on this matter, please contact the Ministry of Revenue at 1-866-668-8297, or D. Gibson (ext. 222) at the WCO office.

Register for the Organic and Biodynamic Viticulture Workshop

August 23, 2011 – Niagara College

Registration: \$75.00

Visit: www.obvworkshop.com for more details.

Competitions

Canadian Wine Awards

Please see the attached memo regarding the consolidation for the Canadian Wine Awards.

Intervin

Enter online now at: intervin.ca The 2011 InterVin Wine Awards competition takes place August 15-18 at White Oaks Resort & Spa in Niagara-on-the-Lake. The timing has been adjusted to reflect the earlier publication of the results in a special edition of VINES Magazine, which will be released in late October. Online entries for this year's competition close July 29th. Submissions can be registered now intervin.ca.

Icewine du Monde – First Annual Competition in Czech Republic – September 2-3

World ice and straw wine day

Evaluation of competing wines: 2nd - 3rd September 2011

The international wine contest Icewine du Monde aims at high professional level of performing the evaluation and comparison of ice and straw wines from different countries from all over the world.

Czech Tourism Centre - Czech Tourism Vinohradská 46, P.O. Box 32, CZ-120 41 Praha 2

In cooperation with:

- National Agriculture and Food Inspection Authority (Státní zemědělská a potravinářská inspekce)
- Tourism Centre of South Moravia region, s.z.p.o.,
- South Moravian Regional Council,
- Municipality of Lednice,
- Town Hall of Valtice,
- Fund for winegrowing,
- Secondary School for Winegrowing in Valtice,
- National Winegrowing Centre, o.p.s.,
- National Heritage Institute,

The competition is intended for:

- **Icewine** (made from wine grapes that were harvested at the temperatures of minus 7 °C or lower and they remained frozen during the harvest and processing)
- **straw wines** (made from wine grapes that were stored before being processed, e.g. they were stored on straw or reed or hung in a ventilated area for the period of at least 3 months).

Registered wines must comply with this status conditions and they should be made in accordance with the wine-growing legislation in the country of the particular wine's origin. By registration of the wine in this competition, the applicant expresses his/her agreement with respecting the conditions of this statute. The sample of the registered wine must come from a complete batch of at least 100 litres amount.

<http://www.icewine-du-monde.com/index.php?art=33>

If there is enough interest in entering this competition, a consolidation will take place. Please email linda.watts@winesofontario.org if you are planning to submit entries.

Festival of Cheese

The Canadian Consulate thought you might be interested in the opportunity to take part in the American Cheese Society's annual Festival of Cheese by showcasing and sampling your products. **This event takes place on Saturday, August 6th at the Palais des**

Congres in Montreal. The event features over 1,676 artisan cheeses produced in the U.S. and Canada, and is a chance for you to share your products with some 1,000 attendees made up of:

- Artisan and specialty cheesemakers and gourmet food producers
- Major retail buyers and independent specialty shops
- Distributors from around the world
- Experts, academics, chefs, authors, and others from the food world
- Local, regional, national and international media outlets
- Consumers who enjoy and purchase gourmet products

This is the first time our organization has held this event outside the United States, and as such we are anxious to welcome as many Canadian producers as possible. That is why we are extending you an offer of a table at our Festival of Cheese where you may pour samples of your product. We are pleased to offer this free of charge (normally \$2,500 - \$7,500) in order to reach out to the Canadian market and help raise brand awareness for Canadian producers among our interested audience of attendees.

You can learn more about the American Cheese Society and the Festival of Cheese on our website: <http://www.cheesesociety.org/conference/festival-of-cheese/>

For a look at who you'll meet at the Festival, please view our current list of attendees: <http://www.cheesesociety.org/conference/attendee-list/>

If you wish to take advantage of this opportunity, please send me an email or give me a call right away. I will then send you detailed information about taking part in the event, as well as providing you with the necessary letter to sign in order to participate. The event has been recognized as an "Evenement Agro-alimentaire", so the permitting is in order and only a letter from you is required for your participation.

Contact Nora Weiser, Executive Director, American Cheese Society, 2696 S. Colorado Blvd., Suite 570, Denver, CO 80222, tel: 720.328.2788 x303
www.cheesesociety.org

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.

Delicious – For information only - <http://deliciousfoodshow.com/>

The Delicious Food Show is Toronto's newest and highly anticipated decadent food and lifestyle design event. The ultimate Foodie event and will feature over three and a half pleasure packed days, cooking demonstrations, food pairings and hands-on food seminars by the hottest celebrity chefs, culinary personalities and industry experts, workshops on Foodie lifestyle, entertaining and much more.

Brought to you by North American trade show leader and creator of The One of a Kind Show, The Interior Design Show and The International Art Fair. These events annually attract a vast audience of qualified consumers and have set a solid foundation on which the Delicious Food Show is built. The Delicious Food Show is estimated to attract over 25,000 savvy consumers, and key industry influencers. One of the show features will be a beer, wine and spirits area.

Ottawa Wine & Food Festival

November 11-13, 2011

Ottawa Convention Centre

Friday, November 11 – 12noon – 10pm

Saturday, November 12 – 12noon – 10pm

Sunday, November 13 – 12noon-5:30pm

Wine County Ontario will participate in the 25th Ottawa Wine & Food Festival with the Wine Country Ontario booth. The show is moving back to the newly renovated Ottawa Convention Centre. The booth is being re-configured so that all winery stations will have equal exposure to traffic and we have negotiated excellent placement on the show floor. The winery participation package will be distributed on Friday, July 29th.