

February 6, 2012

Mark Your Calendars

Retail Training Advanced – Coaching and Performance Management Session

We have filled both of the Sessions on **March 7th and 8th**, as a result we have decided to add another Session on **March 6th** at Pillitteri Estates Winery. If you would like to attend, please send an email with the names of who will be attending to: info@winesofontario.org

This workshop is designed to provide the supervisors and owners of wineries with the skills and techniques necessary to motivate and encourage their employees to continually demonstrate the behaviours that were introduced in the *Customer Service Program* session. This workshop will encourage supervisors and owners to take on a strong leadership role when it comes to championing Wine Country Ontario's new focus on customer service and will be essential in ensuring that these new expectations are retained by all employees

ACTION REQUIRED – LETTER TO CFIA RE NATIONAL ICEWINE DEFINITION

On Friday, February 3rd, you should have received an e-mail from the WCO with respect to this critically important issue. As discussed at our recent Town Hall, we need ALL of our members (and all other wineries in Ontario) to engage ASAP in the CFIA process around a national Icewine definition. As mentioned at this meeting, it is critical that all Ontario wineries deliver the message to CFIA and their MP that this definition must proceed.

Template letters were attached to the Friday, February 3rd e-mail. For the integrity of our industry, this item is important to all wineries (not just wineries that produce Icewine). If you did not receive the templates, please advise Tanya at the WCO office immediately.

In addition, as we are trying to monitor our effort on this campaign, please blind copy us (hillary.dawson@winesofontario.org) on your correspondence. Thanks to the Members who have already submitted letters.

Bulk wine available

Approximately 7,500 litres Vidal table wine for sale. Wine is VQA eligible, fermented dry, partially filtered, stability tested. Price is negotiable.

Please contact David Stasiuk at David@rockwayglen.com or 905-641-1030 x 257.

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

PR Opportunities – Send Wine Samples to Media for potential reviews

Craig Pinhey (brufrog@gmail.com) is requesting that wineries who sell wines in New Brunswick to please send him any new wines, or recently changed vintages of existing listings. He is interested in trying them to get inspiration for future Good Drink columns every Friday in the Telegraph Journal, or for his CBC Radio Shift Sommelier show, every Friday afternoon at 5:20 pm.

Please send samples to:

Craig Pinhey, 12 Beach Drive, Rothesay, NB E2E4X3 (Tel: 506-647-8466)

Natalie Maclean (natalie@nataliemaclean.com) has added six new wine columns to her work that include some of Canada's largest lifestyle sites and magazines. She will be the wine commentator for CBC's Alberta at Noon, heard province-wide, and remain the syndicated wine columnist for the drive-home shows coast to coast. Through her website and columns wineries have opportunities to reach wine consumers across the country. Natalie is asking for wineries to send her samples for review and if she recommends them she will post them on her site and use them in her columns. You can find your wines here under your agency page: www.nataliemaclean.com/agents (click on "view all wines for your agency")

Please send samples to:

Natalie Maclean, 4818 Dove Court, Ottawa, Ontario K1J 9J7

OMAFRA Food Processors' Workshops

OMAFRA will be holding a number of ***Good Manufacturing Practices workshops for Ontario food processors*** in the new year. These workshops explain food safety practices and help processors apply them at their facility. Using real-life, practical examples, attendees will learn how to improve food safety where they work from objective instructors with industry experience. The following 2 workshops run from 9:00 a.m. to 4:00 p.m., and cost \$45 plus HST:

[Sanitation and Pest Control](#)

Learn the importance of: an effective sanitation program, the 7 Sanitation Steps to minimize food safety hazards and apply them in your facility, the significance and incorporation of a pre-operational inspection and the strategies for pest identification and prevention activities.

- February 15, 2012 – Mississauga, ON

[Preventative Maintenance & Calibration, Environment](#)

Learn how to apply preventive maintenance and calibration practices to the equipment and devices in your facility that may impact food safety and how to implement practical control measures to address interior and exterior areas of concern in your facility.

- March 19, 2012 – Guelph, ON

In addition, you may book a **FREE** one-on-one session with a Guelph food safety advisor to review good manufacturing practices, HACCP, traceability and food defence plans specific to your facility, obtain tools to train your employees or practice preparing for an audit.

For more information on workshops or the one-on-one sessions, contact info is:

Telephone:	1-877-424-1300
E-mail:	advantage@ontario.ca
Website:	www.ontario.ca/foodsafety