

**April 11, 2011**

## **Upcoming Meetings**

- **Tuesday, April 12, 2011**  
**WCO Green Committee Meeting**  
**WCO Office**  
**9:30am – 11:30pm**

## **Sial Receptions – Request for winery support**

SIAL Canada is an international tradeshow dedicated to food industry professionals that targets the North American market. Each year, over 530 agrifood exhibitors and 12,000 professionals come together for this uniting event.

Until 2010, SIAL Canada has taken place annually in Montreal, as of 2011 SIAL will alternate between Montreal (even years) and Toronto (odd years) in 2011 SIAL Canada will be held at the Metro Toronto Convention Centre from May 11-13, 2011.

- 170,000 square feet of conferences and exhibitions.

### **VISITORS**

- 12 759 professionals in three days.
- More than 60 countries represented.
- Canadian visitors from all provinces as well as visitors representing the major American markets (New-York, New-England, Vermont, California, Florida...).

### **EXHIBITORS**

- 544 exhibitors.
- 53% of exhibitors from Canada.
- 48% exhibitors from 36 other countries.
- 12 international pavilions.

There are 3 receptions that the Ontario wine industry has been requested to support with the provision of wine during SIAL, all taking place in Toronto but with slightly different audiences. These requests have come from OMAFRA, Agri-Food and Agriculture Canada and Niagara Economic Development Corporation/ Economic Development and Tourism & Marketing Department Port Colborne; we feel it's important to support these partner organizations.

We are looking for wineries that export to provide wine for these receptions. Details of each request are below.

	<b>Canadian Agri-Food Export Gala Reception</b>	<b>Niagara Food Manufacturers/Exporter Reception</b>	<b>Ontario Food Exports - International Buyer Reception</b>
<b>Date and time</b>	Wednesday, May 11 6:00pm-7:00pm	Wednesday, May 11 5:30pm-7:30pm	Thursday, May 12 6:00pm-8:00pm
<b>Location</b>	Metro Toronto Convention Centre	Ontario Investment & Trade Centre 35th floor, 250 Yonge St.	InterContinental Toronto Centre (Ontario Room) 225 Front Street West, Toronto

Toronto			
<b>Attendee's</b>	500 SIAL attendees	100 attendee's comprised of: 5 Niagara Mayors + Regional Chairman 5 Niagara ED Directors + NEDC 10-15 Niagara Food and Wine Companies 10-15 Investment & Trade Commissioners (ITCs) 30-40 Food/Beverage Wholesale and Retail buyers Those who provide product may attend and network with the buyers who are in Ontario for the week to find new Canadian suppliers.	150 international buyers and trade staff. Those who provide product may attend and network with the buyers who are in Ontario for the week to find new Canadian suppliers
<b>Wine/staff Requirement</b>	8 cases	4 cases	5 cases plus 2 staff
<b>Contact</b>	Tanya Gorchynski <a href="mailto:tanya.gorchynski@winesofontario.org">tanya.gorchynski@winesofontario.org</a>	Linda Watts <a href="mailto:linda.watts@winesofontario.org">linda.watts@winesofontario.org</a>	Linda Watts <a href="mailto:linda.watts@winesofontario.org">linda.watts@winesofontario.org</a>

Winery:
Contact:
Email:
<p>We will support the following reception(s):</p> <p><input type="checkbox"/> Canadian Agri-Food Gala Reception – May 11</p> <p><input type="checkbox"/> Niagara Food Manufacturers Exporter Reception – May 11</p> <p><input type="checkbox"/> Ontario Food Exports International Buyer Reception – May 12</p> <p>Please indicate the quantity of wine you can provide: _____.</p> <p>We will follow up with the contact above to coordinate the wines.</p>

Please return to Wine Council of Ontario by April 13, 2011 by email [info@winesofontario.org](mailto:info@winesofontario.org) or fax 905-684-2993.

### Licensee Trade Research project

The second phase of research will be done online and we need your assistance to provide an incentive in order to get a suitable size sample. We will offer 5 packages through a draw for participating licensees, the grand prize will be a weekend in Wine Country including 2 night's accommodation with meals and winery experiences. For the other 4 packages we would like to offer special bottles of wine whether it is a large format bottles, back vintages, sub-appellation wines or small lot reserve wines. To contribute a bottle of wine or a special winery experience for licensee's contact Linda Watts by April 13th.

## **Sustainable Winemaking Ontario – TIME SENSITIVE**

This year's version of the Sustainable Winemaking Ontario survey is now available on the Wine Council member's site at [members.winesofontario.org](http://members.winesofontario.org). For your convenience, we have made a number of improvements to the survey including the online submission form and access to last year's survey responses, if applicable.

By completing the survey you will help foster the growth of the Sustainable Winemaking Ontario (SWO) program.

**Deadline is April 11<sup>th</sup>, those completed by this date will show their involvement as a SWO participant in the 2011 Wine Country Ontario Travel Guide with a green leaf symbol.**

### **Participate Today!!!**

You may access the survey by:

1. Logging on at: <http://members.winesofontario.org>
  - a. If you don't have an account click *Apply Now* and you will receive an e-mail to confirm your membership on the website within a few hours
2. Enter the survey by selecting *Winery Sustainability Survey* from the left navigation bar
3. Clicking the *Start the Survey!* box in the bottom right corner

The survey should take approximately one or two hours to finish. While completing the survey you may leave at any point and your progress will be saved up to your most recently answered question.

Thank you for your involvement in the program and we welcome any other feedback you may have, send to [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

## **WINE COMPETITIONS**

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

Friday, April 15th is the deadline for wine consolidations for the All-Canadian Wine Championships. Wineries will need to ship their own samples if they miss the deadline, there are no extensions. The consolidation instructions are attached.

### **Annual J11 forms**

This annual filing was distributed by LCBO Economic Policy & Planning last week, directly to wineries. Forms are due by the end of April. We are aware that certain wineries did not receive the email. If you did not receive it, please contact D. Gibson at the WCO office, or Robert Hearn at the LCBO [robert.hearn@lcbo.com](mailto:robert.hearn@lcbo.com), to get the forms.

## **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.

### **20<sup>th</sup> Annual Charity BBQ for Camp Oochigeas**

Friday, June 3, 2011 from 11:30am to 2:30pm, the LCBO Queen's Quay store in Toronto will host the 20<sup>th</sup> Annual Charity BBQ for Camp Oochigeas. Camp Ooch is a not-for-profit organization that provides residential summer camp and year-round camp experiences for children with cancer. Campers do not pay any fees and the camp does not receive government funding.

Camp Ooch is dependent on the generous support of organizations and people like you to provide enriching camp experiences to children with cancer. With your generous support, last year's event – combined with proceeds from fees for in-store tastings raised over \$140,000. Since 1989, Camp Ooch has received more than \$1,000,000 from the Queen's Quay store, the LCBO and our Trade Partners. Our goal is to raise \$150,000 this year.

This money helps kids (who have experienced a lot) experience being a kid at camp. I invite you to join us for some delicious food and some summer fun. Alongside the LCBO Charity BBQ, the Camp Ooch/Trade Silent Auction will take place.

If you would like more information on how you can support this great cause, please contact Paul LaRose at [paul\\_larose@hotmail.com](mailto:paul_larose@hotmail.com) or by cell at: 416-209-8753.

### **Ottawa Tasting for Canadian Ambassadors and Diplomats**

Foreign Affairs and International Trade Canada invites you to participate in the eighth annual tasting for outgoing Canadian Ambassadors and diplomats, foreign Ambassadors in Canada and our Federal Government partners involved in purchasing and serving Canadian wine (Office of the Governor General, Parliament of Canada, Prime Minister's Residence, Residence of the Official Opposition, and others). Past experience has shown that this annual tasting is one of the best ways to raise the profile of your products, along with the people who make and sell them, to this audience. At last year's event, we had over 400 participants and featured products from 61 producers. We are hoping for a similar result this time around.

**This year's event will be held on Monday, May 30, 2011, which marks the beginning of the annual training period for all Canadian Ambassadors leaving on posting throughout the summer and fall. The event will take place at the Lester B. Pearson Building in Ottawa (125 Sussex Drive) from 4pm to 8pm.**

If you are interested in participating, please confirm the names of all participants and products to be poured (maximum 5 per producer) with Rosangela Kapp by April 15, 2011 at [rosangela.kapp@international.gc.ca](mailto:rosangela.kapp@international.gc.ca) or T: 613-944-7059. Details on sending product for the tasting can be found below and I will send further information regarding set-up and entrance to the building closer to the time of the event.

The Embassy Initiative continues to expand both in terms of the number of suppliers in the program, as well as orders sent to Canadian Embassies and Consulates abroad. There are

currently 97 producers selling through the Canadian Wine Initiative and since the program began in 2004, we delivered 370 consolidated shipments to Canadian Embassies and Consulates on six continents, for official functions hosted by our Ambassadors, Ministers, the Prime Minister and the Governor General.

We continue to streamline the ordering and payment process to make it easier for Posts and suppliers to participate in the program. We now offer a direct deposit payment option, and if this is of interest to you, please complete the attached form and return with a copy of a voided cheque by email or fax (613-996- 2635) to Rosangela Kapp. Also, please ensure that you product listing is kept up to date and to keep us apprised of all new product offerings and releases. An updated information sheet on the Initiative is attached.

**Shipping Details:**

Products for the event will be consolidated at our regional consolidation warehouses and sent directly to DFAIT. Please ensure that each case is clearly marked: **"DFAIT Ottawa Tasting"**.

**Ontario, Quebec and Nova Scotia producers should deliver by May 13, 2011 to:**

Borderline Systems Inc.  
140 Cushman Road,  
St. Catharines, ON L2M 6T6  
T: 905 687 4014  
Contact: Erin Shepard

If you prefer to send product individually or bring product with you the day of the tasting, please let us know in advance.

I look forward to seeing you at the end of May, and in the meantime, should you require more information on the tasting or sales through the CWI, please do not hesitate to contact Rosangela or myself.

Janet Dorozynski, Ph.D.  
T: 613 944 0181 F: 613 996 2635  
[janet.dorozynski@international.gc.ca](mailto:janet.dorozynski@international.gc.ca)