

January 16, 2012

Upcoming Meetings

- **Thursday, January 26, 2012**
WCO Town Hall Meeting
Pillitteri Estates Winery
9:30am – 3:00pm

2012 Competition Consolidation Schedule

The WCO will be consolidating wines for select international and domestic competitions. The memo including details and dates was distributed on Monday, January 9, 2012. For more information contact Linda Watts.

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.

Taste Ontario! Ottawa

The wine consolidation for the Taste Ontario! Ottawa trade and consumer events will take place the week of January 23. The memo will be sent to all participating wineries by Friday, January 13. Contact Linda for information.

PR Opportunities – Send Wine Samples to Media for potential reviews

Rod Phillips (rodphillips@worldsofwine.com) is working on a story for the Spring issue of NUVO magazine and plans to focus on Canadian wines – specifically Rose.

Please send samples of 2010 Roses by January 25th, 2012 to:
Rod Phillips, 278 Holmwood Avenue, Ottawa, ON K1S 2R3 (Tel: 613-769-5236)

Rod will also be contacting some winemakers for interviews.

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

Icewine Juice for sale

1,600 litres of Cabernet Franc Icewine Juice for sale. Please contact Jens at Frogpond Farm at jens@frogpondfarm.ca or 905-468-1079.

VQA Eligible Bulk Wine for sale

The following 2 wines are available for sale, both 2011 Vintage.

Riesling -	5,500 litres
Chardonnay -	7.200 litres

Selling price for both - \$3.75 per litre (FOB Sprucewood). Please contact Stephen Mitchell at the office 519.738.9253 or cell 519.817.6189 or by email at: steve@sprucewoodshores.com

Increase in MINIMUM wine prices as at March 1, 2012

Wineries should have received an informational notice last week from the LCBO with respect to the increase in minimum wine prices. The minimum prices for all categories of beverage alcohol will increase in accordance with Regulation 116/10. Similar increases took place last year at this time, and will do so every year (by an amount equal to the 3 year average of CPI). Please note that this is not a 'general increase in LCBO or wine pricing', as queried by some members, but only an increase in the MINIMUM price of wine. Our understanding from the LCBO is that no Ontario wines currently sold will be affected by this increase to the minimums. If you have any questions on this issue, please contact D. Gibson at the WCO office (ext. 222).

PROFIT International

January 24 & 25, 2012

Ontario Investment & Trade Centre

250 Yonge Street, Toronto, Ontario

Early Bird Pricing Available Now

The two-day seminar, **PROFIT International**, is intended for Ontario-based manufacturers of consumer oriented food and beverage products who wish to expand their export sales into international markets.

PROFIT International is an extension of our long running new-to-exporting seminar, PROFIT, which focuses on exporting food products to the US. PROFIT has been successfully running for over 25 years and hundreds of Ontario food manufacturers have benefited from attending. The **PROFIT International** program is intended to take this success and focus on key international markets outside of the US (e.g. Mexico, Japan, China etc.). The program will include a series of presentations from industry experts over a two-day period.

General Sessions

- ☐ Canada Branding program
- ☐ Following a retailer internationally...the Walmart example
- ☐ Global food safety
- ☐ Government support & funding
- ☐ How to incorporate international trade shows into your export strategy
- ☐ International cash flow
- ☐ Strategies for export market development
- ☐ Working with a freight forwarder & consolidator

Market Specific Session

- ☐ Situation Western Europe
- ☐ Situation Developing Markets for Canadian Foods (India & Middle East)
- ☐ Situation Mexico & Latin America
- ☐ Situation Asia

Early Bird Pricing

Early Bird pricing is available until December 31, 2011. Please return the attached registration form, with payment, by December 31, 2011 in order to receive the discounted pricing.

- \$125 for first person (regular - \$175)
- \$105 for additional persons (\$125 – regular price)

This price includes the two day seminar, lunch on both days and all materials. Seating is limited, so be sure to send in your registration right away.

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 8, 2012 – Guelph, ON
- 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

Still time to submit!!!!

Tourism Partnership of Niagara – Winter Campaign – Call for content!

The campaign will focus on the benefits of visiting Niagara in the off-season, highlighting compelling activities and special events that are “best bet” trip motivators during this time of year. We have engaged our Agency of Record, Loud+Clear, to develop and implement this campaign.

The campaign tactics include:

- Breakfast TV – month of February
 - 4 live segments, 2 x :30 second co-branded spots
 - In-show mentions all month long
- A dedicated website enhanced by Google Adwords
- Commuter paper
- E-blasts

Once again, special events are a focus of the microsite content, and we are asking for your assistance in compiling the most thorough list of compelling events to present to our prospective visitors. **We invite you to submit a current list of special events that will take place in your community from the last week of January, 2012 through March 31st,**

2012. Special events submitted by **Friday, January 13th**, will be included when the site goes live; events submitted after this date will be added throughout the campaign.

Please note the following:

- Events lists should be provided in Word format and sent to Liz Hendriksen at Loud+Clear, at liz.hendriksen@loudclear.ca, by Friday, January 13, 2012. Any questions about event submissions can also be submitted to this address.
- Event information should be submitted in the following format: name of event, event date, 25 word maximum event description, and event contact information. Contact information must minimally include a website and/or a phone number and e-mail. Website URLs should direct users to the most pertinent website page. Please note that we reserve the right to edit the event information provided and that incomplete event submissions will not be included.
- Events should be tourism ready and of interest to an audience beyond the local community. Please note that we reserve the right to determine which events will be included on the site using this criteria.

To assist the consumer in connecting the campaign with various destinations across the region, we ask that you shadow the campaign by placing the graphic elements of the campaign on your website. We will be sending you a graphics package to post on your site shortly.

Thank you for your assistance and we look forward to sharing in the success of this campaign! Robin Garrett, CEO, The Tourism Partnership of Niagara.

Licensee Request for Niagara Wine from Lockport, New York

We received the following email – if you are interested in following up this opportunity, please contact the writer directly.

Subject: Regional Wine Bar seeking to promote Ontario wines

I am a manager / owner (together with 3 other family members) of a new wine bar opening in Lockport, NY. We are a family that has a great passion for the Niagara region and this passion served as one of the primary reasons we decided to open a wine bar. While we plan to carry wines from around the world, we will feature and promote regional wines. We feel that the wines of the Finger Lakes, Niagara US and Niagara ON are sorely underrated and underrepresented in NY restaurants and wine bars. The vast majority of wine bars and restaurants in NY carry zero regional wines. We find this to be a great shame and missed opportunity to support local businesses.

We have encountered a fair bit of difficulty in pursuing the wholesale purchase of Ontario wines. We tour Niagara Ontario wineries every year and would love to promote them to our customers. The distributors in NY have claimed the lack of selling / carrying Ontario wine stems from a lack of desire on the part of Ontario Wineries and Government to wholesale their wines outside of Niagara Ontario. We appreciate this may be the case for

numerous wineries in Niagara Ontario. However, in speaking to some wineries, they have expressed a desire to have us carry their wines.

Could you please offer some guidance on this issue? If there are opportunities for us to support and promote the wineries of Niagara Ontario, which we have come to love, we would welcome your assistance.

Darren MacDougall
d'Vine Wine Bar
80 Main Street, Suite G
Lockport NY 14094

Wine Bar # 716-201-1393

Cell # 716-531-3810

Email: dmacdougall@dvine-wine-bar.com