

August 20, 2012

Upcoming Meetings

- None Scheduled

Managing for Success Business Assessment Opportunity

The AOFB is Offering Complimentary Business Assessments for Ontario Food and Beverage Processors. **The Wine Council of Ontario is a member of the AOFB therefore all member wineries are eligible to apply for this program.** To date, 40 food and beverage processing companies from across the province have participated in the confidential, one-on-one assessments. The process includes having an experienced business advisor work with management to review their company's practices in several focus areas and provide recommendations. Starting in fall 2012, a limited number of companies from a cross-section of the Ontario food and beverage processing sector will receive this complimentary, personalized assessment valued at more than \$5,000. For further details, and to apply for an assessment visit: www.managingforsuccess.ca

Premier's Award for Agri-Food Innovation Excellence

Last week, Agriculture Minister Ted McMeekin awarded to the Wine Council of Ontario the Premier's Award for Agri-Food Innovation Excellence. The award recognizes the significant number of WCO member wineries that participate in the WCO program that promotes sustainable growing practices.

Further details of the award can be seen at:

http://www.omafra.gov.on.ca/english/premier_award/2011/events/b/wco.htm

Also receiving this award were 4 WCO members – Burning Kiln Winery, Pillitteri Estates Winery, Puddicombe Farms (for their cider operation) and Southbrook Vineyards. Congratulations to these winners!

Specific details on the nature of each award, and the complete list of award winners, can be found at: http://www.omafra.gov.on.ca/english/premier_award/2011/winners/regional.htm

Riesling available for sale

Maleta Estate Winery has approximately 5,000 L of 2009 Riesling available for sale. This wine is meant for traditional-method sparkling winemaking, and is VQA eligible. If interested, please contact Daniel Pambianchi at the winery, daniel@maletawinery.com.

**Canadian Food Exporters Association – Show Participation opportunities
November 8-10, 2012 Hong Kong Wine and Spirits Fair**

With the outstanding achievement of the HKTDC Hong Kong International Wine & Spirits Fair 2011, Hong Kong is now firmly established as the regional trading point of choice for the global wine industry. There are many government and private sector initiatives in place to promote wine trading in Hong Kong, such as the abolition of import duty on wine and speedier customs clearance into major Chinese mainland cities. Of these initiatives, the Hong Kong International Wine & Spirits Fair has quickly become one of the most influential. Exhibiting at this event will give you the opportunity to gauge Asian tastes as well as test consumer reaction to new products. In 2011, 930 exhibitors from 37 countries and regions were able to gauge the interest of 19,400 trade visitors from 71 countries and regions and 19,690 public visitors. To learn more about how you can participate, please visit our site: <http://www.cfea.com/events/hkwineandspirits2012invite.aspx>

You can register online at <https://www.cfea.com/events/hkwineandspirits2012form.aspx>

Wine Business Management Students offer Consulting Services

Let Postgraduate students in the Niagara College Wine Business Management Program help you plan the future of your enterprise. As business consultants, they will research industry issues specific to your needs then provide a practical report designed to improve your business. ***"It's cost free and confidential"***

If you are interested in this service, please contact Barbara Leslie by August 31, 2012 at bleslie@niagaracollege.ca or 905-641-2252 ext 4471. Students will choose their projects in October and complete the work between January and April 2013.

All research is supervised by an academic advisor with many years of business consulting experience. Past projects include Use of Social Media, Capital Cost Analysis, Market Research, Export Markets, Branding and Business Plans.