

**November 21, 2011**

### **WCO Address**

It is apparent from our incoming mail that many members have not updated their mailing records to our new address - many still use our old office address in St. Catharines. To ensure we don't miss any correspondence from you – please ensure you have updated your accounting or other mailing records for our new address: **4890 Victoria Ave North, PO Box 4000, Vineland Station, L0R 2E0.**

### **Retail Training Program**

Part of the Marketing Plan is to have advanced level of retail training for year-round, and retail managers. This program will be developed and delivered by Shaun Belding of Belding Skills Training and Development. This ½ day session will focus on Customer service, creating the customer experience and selling skills as well as touching on coaching and leadership skills. The Sessions will be held: November 29<sup>th</sup> at Peninsula Ridge Estate Winery and December 6<sup>th</sup> at Vineland Estates Winery. Each session is a ½ day so we will offer 2 sessions per day to allow for manageable group size. Attached is the Registration Form for the sessions, please fill in and return by November 25<sup>th</sup> as space is limited.

### **Wine Country Ontario Travel Guide Survey**

As we start the process for next year's guide – we are asking for feedback from wineries that participated in the 2011 edition.

Please complete the short survey <http://www.surveymonkey.com/s/6QRZZPR> If you have any questions, please contact Regina Foisey at [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

### **Subsidy Available for Period 7 LCBO in-store tastings**

Reminder to send in your Period 7 Submission form for subsidy for tastings conducted at LCBO stores by 3<sup>rd</sup> Party tasting companies. Deadline is **Nov 30<sup>th</sup>, 2011**. If you have any questions, concerns or need the forms, please contact Regina at 905-562-8070 ext 227 or email [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

### **Used Wine Barrels?**

The WCO is looking to have barrels decorating and 'hiding' the poles of the tents at our Experiential Tasting activations planned for this winter.

If you have access to any old, rustic barrels we can use for this – most likely you won't get the barrels back. Let Regina ([regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)) know if you can 'donate' some barrels for this purpose – we will need 6 -8 in total. We will arrange to pickup.

### **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.

### **Export Funding for SME's**

**AgriMarketing Program (AMP) Funding 2012-13.** This week, CVA coordinated the distribution of AMP funding applications for small and medium sized enterprises (SMEs). There are federal dollars available for eligible wineries with an export strategy; up to \$50,000 for the period 2012-13. Agriculture and Agri-Food Canada (AAFC) runs the program and requires that all applications be made through the Canadian Vintners Association (CVA). There are two deadlines to be mindful of:

- December 19, 2011 completed applications have to be submitted to CVA
- January 6, 2012 CVA has to have a roll-up of all applications submitted to AAFC

If you are interested in this program and would like an application package please contact Luke Harford at 613-755-2736 or [lhaford@canadianvintners.com](mailto:lhaford@canadianvintners.com).

AMP also provides funding to associations for industry export promotion. The CVA and its regional counterparts are working toward submitting an application for funds to cover 2012-13 activities such as the Canadian Wine Initiative and bringing sommeliers and wine writers from target markets to Canada. The industry has benefited from this program in prior years but this year's application process is going to be slightly different. This week, AAFC officials held a webinar to go through new performance management metrics it will be introducing with the 2012-13 funding arrangements. Based on what CVA understands from the webinar, the new metrics will make it easier to track and report on the impact the funding has on Canadian wine exports.

### **LIEUTENANT GOVERNOR ANNOUNCES RECIPIENTS OF INAUGURAL LIEUTENANT GOVERNOR'S AWARD FOR EXCELLENCE IN ONTARIO WINES**

TORONTO – The Honourable David C. Onley, Lieutenant Governor of Ontario, is pleased to announce the recipients of the first annual Lieutenant Governor's Award for Excellence in Ontario Wines. An amazing 277 submissions were received from 76 VQA Ontario wineries for this competition, held in partnership with the Canadian Food and Wine Institute at Niagara College.

In no specific order, the winning submissions for the 2011 competition are:

- Huff Estates Winery, PEC Cuvée Peter F. Huff Sparkling 2008
- Mountain Road Wine Company, Mountain Road Vidal Icewine 1999
- Ziraldo Estate Winery, Riesling Icewine 2007
- Magnotta Winery, Enotrium Gran Riserva 2008
- Southbrook Vineyards, Triomphe Chardonnay 2009
- Stoney Ridge Cellars, Excellence Chardonnay 2009
- Henry of Pelham Family Estate Winery, Sibling Rivalry Pink 2010
- Malivoire Wine Company, Courtney Gamay 2009

- Malivoire Wine Company, Pinot Noir 2009
- Mike Weir Wine, Riesling 2008
- Charles Baker, Charles Baker Riesling 2009
- Thirty Bench Wine Makers, Riesling 2010

“I am thrilled to help recognize and promote the excellent quality of wine making in Ontario with this distinction,” said the Lieutenant Governor. His Honour will present awards at a ceremony and wine tasting reception on the evening of December 7, 2011, in the Vice-Regal Suite at Queen’s Park. Invitations will also be extended to members of Ontario’s Consular Corps.

## **BACKGROUNDER**

### **LIEUTENANT GOVERNOR’S AWARD FOR EXCELLENCE IN ONTARIO WINES**

- Modeled after the Lieutenant Governor of British Columbia’s wine awards, Ontario’s ‘*Lieutenant Governor’s Award for Excellence in Ontario Wines*’ was created on April 15, 2011, after extensive consultation with industry stakeholders including: the Winery and Grower Alliance of Ontario, the Grape Growers of Ontario, the Wine Council of Ontario, and the Canadian Food & Wine Institute at Niagara College.
- The design and delivery of this program was implemented in partnership with Canadian Food and Wine Institute at Niagara College.
- This annual competition is open to all VQA wines in the province, produced by definition, with 100% Ontario-grown and Ontario-processed grapes.
- The competition will recognize the best wines submitted regardless of vintage or variety. Instead of the typical ‘*best of per varietal*’, this award celebrates the ‘*best of per competition*’.
- A total of 277 wines were submitted by 76 wineries.
- Adjudication was conducted by ten of Ontario’s leading wine experts and sommeliers.
- The twelve winning wines were derived from two of Ontario’s four appellations.
- Ontario’s terroir conditions support great varieties of balanced, complex, and elegant wines, characteristics well-reflected in the range of this year winners.
- Awards will be presented at a ceremony in the Lieutenant Governor’s Suite at Queen’s Park on December 7, 2011. A wine tasting reception that will include members of the Consular Corps will follow the awards presentation.