



TASTING PROGRAMS

#252 St. Catharines

#490 Winsdor

#401 Niagara Falls

Objectives



- Establish the VQA Boutique as a destination for engaging winemaker appearances and special tastings that showcase the best of Ontario.
- Introduce customers to a broad selection of premium, unique and exclusive Ontario wines.
- Reinforce our *Let's Get Together* brand vision by inviting customers to gather around a “Harvest Table” to taste and talk about wine.
- Increase support of and pride in Ontario wines by creating an emotional connection to the people and places that make them.

Tasting Schedule



Winery-led Tastings to support Boutique programs:

- **Up & Coming Winery Program**
(two wineries/quarter)
 - Winemaker Appearance & Tasting
 - Each winery conducts one tasting per location; 1-3 skus presented
- **Seasonal Selections** (1 sku per quarter)
 - Tasting led by winemaker or winery rep
 - One tasting per location
- **Unique Finds** (1 sku per period)
 - Tasting led by winemaker or winery rep
 - One tasting per location

Tasting Schedule



Winery-led Tastings:

- **Will be available at the harvest table for non-program wines**
 - Winemaker Appearance & Tasting
 - Aligned with the concept of the Boutique locations
 - Something “Special” e.g. BEA or LAW wines, regional stories, local food and wine matching - be creative!

Application details will follow shortly!

Boutique Update



Boutique Enhanced Assortment wines:

74 wines have been selected so far for continuous availability in Boutique locations

- Target was to purchase over 100 wines

An additional Product Call has been set up:

- NISS call #1475 before **May 8th, 2013**

Table wines must have a minimum 200 case allocation (less for fruit wines, Icewines, available, and can roll vintage-to-vintage)

Boutique Update



<i>Style</i>	<i>Product Specifications</i>
SPARKLING	Up to 6 sparkling wines
BACO	Baco Noir <\$20
GIFT	Sparkling wine gifts
GIFT	Icewine gifts - decorative bottles or packs with glasses
LATE HARVEST	Late Harvest Riesling
ICEWINE	Riesling Icewine
ICEWINE	Cabernet Franc Icewine
ICEWINE	Ultra premium Icewine >\$100
FRUIT	Cherry wine
FRUIT	Apple wine
TABLE WINES	Meritage \$20+
FORTIFIED	3 fortified wines

If you have a wine you think we should consider for the Boutique Enhanced Assortment, that is not specified above, please contact Tamara and Astrid directly before the deadline date!