

February 11, 2013

Upcoming Meetings

- **Wednesday, February 13, 2013**
2:00pm – 5:00pm followed by social
WCO Town Hall Meeting – Hernder Estate Winery
(Includes important presentations from LCBO and Ministry of Labour)

WCO Membership Renewal Forms and 2013 Travel Guide forms

There are still a few members who have not yet returned one or both of the membership renewal forms (to Tanya) or Travel Guide forms (to Regina). **Please do so as soon as possible.** If you have any questions on any of this material sent out, please contact Duncan or Regina at the WCO office).

Wine Country Ontario Travel Guides 2012 edition – we still have copies of the 2012 Guides available for your wineries. The new guides will not be released till middle of May so please order and use the 2012 copies.

Agriculture and Agri-Food Canada – Market Report - Consumer Trends Wine, Beer and Spirits in South Korea

Report Attached. Contact Linda Watts if you require additional information.

Sustainable Winemaking Ontario - 2013 Sustainable Self-assessment Survey

Make sure your winery has a “green leaf” in the *2013 Wine Country Ontario Travel Guide* by filling out the *2013 Sustainability Self-assessment Survey*, part of the *Sustainable Winemaking Ontario: An Environmental Charter for the Wine Industry*.

Deadline for participating is February 15th, 2013 to allow for the “green leaf” to be included in this year’s guide.

How to get started:

Log on to the *Wine Council of Ontario* member’s site to access the *2013 Sustainability Survey* at <http://members.winecouncilofontario.ca/survey.php>. Don’t have an account?

Register for an account at <http://members.winecouncilofontario.ca/account-create.php>. Don’t forget to check out all of our sustainability publications while visiting.

If you have any questions or concerns, please do not hesitate to contact Regina at the WCO to discuss. Regina.foisey@winesofontario.org or call 905-562-8070 ext 227

Eastern Winery Exposition (EWE)

The wine industry conference and trade show for the Eastern U.S. and Canada, taking place March 6-8, at the Lancaster County Convention Center in Lancaster, Pennsylvania. Over 230 exhibit booths are expected this year and 22 conference sessions are being offered.

The Wine Council of Ontario is a supporter of the conference and organizers are offering our members a 10% discount off registration rates including free admission to the exhibits. Visit The EWE website (www.EasternWineryExposition.com) to register using the code WCO1 in addition to online registration the website features information about exhibitors, the conference program, networking events, speakers, schedule, hotel and location information.

The conference will provide complimentary return bus transportation to the conference from the Niagara Region if there is interest from a minimum of 10 participants. Please advise Linda Watts at linda.watts@winesofontario.org if you would like to express interest in the bus offer.

My Wine Shop

The campaign continues to be strong and we encourage wineries to please become informed and involved!

Visit www.mywineshop.ca and also follow the link for the most recent Campaign Update:
http://members.winecouncilofontario.ca/content/mywineshop/My_Wine_Shop_-_Update_2.pdf

PR & Communication Updates and Opportunities

Help Vote for the P7 Webisode to win Telly Award.

The LCBO has submitted the P7 webisode featuring Norm Hardie in a U.S. Video competition called the Telly awards. They are trying to get as many people to vote for it as possible, as they are up against some stiff international competition. If you could forward this link to your contacts or tweet about it, and get more people to vote for it that would be great!

Here's the link. <http://www.youtube.com/tellyawards?x=-xVNbgY3OZc>

Wine Country Ontario Wins Coveted International Tourism Marketing Award

Wins Award from *Drinks International* for its Leadership for Ontario's Industry

Wine Country Ontario is excited to have received this award and share this fantastic news with its many industry partners and stakeholders. We welcome everyone to join in this celebration and please help us share this great news.

1. January 2013, *Drinks International* announces Wine Country Ontario is awarded "Best Generic Wine Body" - *Drinks International* Wine Tourism Awards for 2013.
 - http://www.drinksint.com/news/fullstory.php/aid/3533/Wine_Tourism_Awards_results_announced.html
2. Wine Country Ontario press release details
 - Attached, please find the Wine Country Ontario press release.
 - Follow the link for the complete, enriched release with images
<http://www.newswire.ca/en/story/1106081/wine-country-ontario-wins-coveted-international-tourism-marketing-award>
3. Support and help leverage PR via social media outlets as follows:
 - Tweet to support the sharing of this and include the following suggested Twitter Handles: @WineCountryOnt. @DrinksInt @BradDuguid and Twitter Hashtags: #ontariowine

- Post to Facebook.

Recent Articles:

<http://www.buffalospree.com/Blogs/Be-There/Annual-2013/Icewine-Adventures/>

<http://www.buffalospree.com/Blogs/Consuming-Passions/Annual-2013/Celebrating-icewine-with-the-Ice-Queen-Ball/>

Wine Competition Consolidation Reminder

The next consolidation for International Wine Competitions is for the International Wine Challenge and the consolidation takes place February 18-22. The schedule and submission form for competition consolidations is attached. Contact [Linda Watts](#) for more information.