

May 16, 2011

WCO OFFICE HAS MOVED!!

The WCO has now moved to our new office at the Vineland Research Centre. E-mail and phone service is now operational.

The new office contact information is:

Address:

4890 Victoria Avenue North

P.O. Box 4000

Vineland Station, ON

L0R 2E0

Telephone: 905-562-8070

Fax: 905-562-1993

WCO Board and Committee Nominations

The WCO Board and Committee Nomination information for the upcoming AGM has been sent out to all wineries. If you have not received the information please call Tanya at the WCO contact and she will resend the information out to you.

Opportunity for ALL Ontario Wineries

The WCO has secured 221 tasting opportunities leading up to Canada Day. Tastings are available on June 24th, 25th and 30th, 2011. We encourage all wineries, with LCBO presence, to participate in the tasting program. Deadline is May 20th, 2011.

NEW Subsidy program for tastings

- Allocations of secured stores will be completed by WCO
- Wineries are encouraged and expected to conduct tastings with the LCBO to support their brands. If you are unable to staff tastings, subsidy is available for wineries that require 3rd party tasting companies (i.e. Epernay, Signature Group etc). Procedure for re-imbusement is detailed below.
- All wineries participating should be familiar with the LCBO In-store Tasting guidelines available at www.lcbotrade.com. Programs – LCBO In-Store Tasting Program Guidelines.

Wine Criteria

ONLY VQA wines will be tasted. 2 wines per tasting.

Participation Procedures

- Available tastings take place at the LCBO stores on:
 - June 24 (Friday), June 25 (Saturday) and June 30th (Thursday).
 - Attached is the spreadsheet of available stores, dates and times.

- Please specify your preferred stores and dates that you are interested in, along with product name, CSPC and staffing requirements by May 20th
- Please pick stores that currently carry your product and be sure to contact the store minimum 2 weeks prior to the tasting date to ensure product availability.
- Tastings will be fairly distributed so that all interested wineries will have a chance to participate.
- Wineries are to contact and arrange 3rd party tasting company services individually – WCO will not be arranging for Epernay.

Re-imbursement Policy & Procedure

- Funding and Staffing of LCBO In-store Tastings
 - New for 2011 - \$ 75 Flat Rate subsidy per tasting.
 - Tastings conducted by 3rd party companies at LCBO stores from the ATTACHED list of available tastings will be eligible for a \$75 re-imbursement towards their expense
 - Subsidy is not available for tastings conducted by winery sales staff or agents.
 - Wineries are to submit copies of their PAID invoice from their supplier – with a summary of which stores, dates and brands were tasted. This will be cross-referenced with the LCBO/WCO list – once verified, the WCO will release payment to the winery.
 - Government funding does not allow the WCO to cover the costs of product or booth rental, so these charges will be billed directly from the LCBO to participating wineries.

If you have any questions, please contact Regina Foisey at regina.foisey@winesofontario.org or call 905-562-8070 ext 227.

The Lieutenant Governor's Award for Excellence in Ontario Wines

Guidelines

- The Office of the Lieutenant Governor of Ontario is pleased to announce the creation of the Lieutenant Governor's Award for Excellence in Ontario Wines.
- This will be an annual competition for all [VQA Ontario wines](#).
- Wine submissions will be reviewed by an independent panel, who will select between eight to twelve wines. This unique process is not a 'best of' per varietal but instead will celebrate 'excellence' among all Ontario wines.
- There are a maximum of four (4) submissions from every winery. Three (3) bottles must be provided of each submission.
- There is no age restriction for wine vintage.
- There is no entry fee.
- Submitted wines should be commercially available (i.e. more than 100 cases available for purchase).

- The Lieutenant Governor will announce the Wines of Excellence in July 2011, and award presentation ceremonies will take place at each winery.
- There are two parts to the entry process:
 1. [Entry Form \[PDF, 15KB\]](#). The Entry Form must be printed, completed, signed, and either e-mailed (lgwineawards@ontario.ca) or faxed (416-325-3186) by **Friday, May 20th, 2011**.
 2. Bottle Submission. The submission of bottles (three of each entry, maximum of four entries) must be carefully packaged, identified, and delivered to the address below. The bottles must be delivered between 7am and 3pm on either **Monday, June 6th, or Tuesday, June 7th, 2011**. A copy of the previously submitted Entry Form should be included with the bottle package re-confirming your submission.

The Lieutenant Governor's Award for Excellence in Ontario Wines
c/o Canadian Food & Wine Institute
(Attn: Carolyn Lane)
Central Stores, Niagara College
135 Taylor Road, SS #4
Niagara-on-the-Lake, Ontario
L0S 1J0

Questions? Call: 416-325-1625, E-mail: lgwineawards@ontario.ca, Fax: 416-325-3186

WCO Social Media campaign

Be sure to submit your winery's event to www.winesofontario.org/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

Spectacular Wineries of Ontario – New Book

Patricia Butler (from Panache publishing) has started a new book entitled, **Spectacular Wineries of Ontario**. Panache has been publishing beautiful coffee table books in Canada for the past three years. Some of their titles include: Spectacular Homes of Toronto, Spectacular Homes of Western Canada, Experience British Columbia, as well as the upcoming releases, Art of Celebration Toronto and Perspectives on Design Western Canada.

Soon to be found in the finest bookstores and establishments in our area, **Spectacular Wineries of Ontario** will proudly showcase our region's finest wineries in a high-end, luxury style coffee table book, allowing visitors and residents alike to discover, or rediscover, what makes Ontario such an outstanding place to experience some of the world's finest wines. Panache Partners has developed a multi-faceted media approach in creating **Spectacular Wineries of Ontario**.

This includes:

- A beautiful coffee table book that will include the finest wineries Ontario has to offer.
- An online digital version of the book.
- Individual Micro-sites for each featured winery. The Micro-site will include rotating photography and a virtual tour of your establishment. This can be utilized on your individual websites and/or sent to your client database.
- Panache has commissioned a photographer to photograph your winery and also shoot the 360-degree tour.

Patricia Butler will be reaching out to wineries across Ontario to connect with wineries that might be interested in this type of opportunity. Please keep in mind there is a cost associated depending on the level of participation. Patricia can be reached at 416-402-2304 or pbutler@panache.com. Visit www.panachewine.com to learn more.

Riesling Experience – An International Celebration of Style, Structure and Purity

The *Riesling Experience*, first held at Brock University, Ontario Canada in 2008, was so successful that the organizers are back again for 2011 with an expanded two-day program. World-renowned French producer, **Pierre Trimbach** will open the event with a tutored tasting of his top Rieslings and will discuss his experiences with Riesling in Alsace. It will be hosted at CCOVI at Brock University, on June 9, 2011.

The purpose of the gathering is to bring together producers, trade, and media and wine enthusiasts from Canada, the US and around the world to share and learn more about the diversity, beauty and versatility of Riesling. Of all the noble varieties in the world, we are constantly amazed by its infinite dimensions and the people who give this exquisite variety its fullest expression.

The program will also include:

- a “Great Lakes” panel with representatives from Michigan, New York, Ohio and Ontario
- a Riesling-friendly luncheon and an international Riesling tasting
- a second optional day including a hands-on vineyard tour of Niagara’s oldest and most award-winning vineyards and luncheon

To register for one or both days of the conference, www.rieslingexperience.com

Hong Kong International Wine and Spirits Festival

Please see attached the registration package for the Canadian Pavillon at the Hong Kong International Wine and Spirits Fair, November 3-5, 2011, organized by the Canadian Food Exporters Association. In addition to participation in the Canada booth and trade show, there is also the option to participate at a discounted rate in the 2011 Hong Kong Wine & Dine Festival, October 27-30, 2011, to be held at the West Kowloon Waterfront Promenade. Information on the HKIWSF and HKW&DF can be found here:

<http://www.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html>
www.discoverhongkong.com/wineanddine

Please contact Susan Powell (SusanP@cfea.com) directly if you have any questions or wish to participate in Canada Pavilion or the Wine and Dine Festival.