

May 1, 2012

What the Wine Council is up to!

- **Tuesday, May 1**
Hillary Dawson at Tim Hudak Dinner (Metro Toronto Convention Centre)
- **Wednesday, May 2 through Sunday, May 6**
WCO staff (W. Cheropita, L. Watts) at Winnipeg Wine Festival
- **Saturday, May 5**
Ontario wineries and Wine Country Ontario at Brickworks for Toronto Underground Market and Street Food Block Party
- **Monday, May 7**
Wine Country Ontario participates in TIAO's tourism reception at Queen's Park
- **Tuesday, May 8**
Hillary Dawson in Ottawa, CVA Lobby Day on Parliament Hill, and Canadian Wine Experience reception, Government Hall

Foodservice & Hospitality Magazine

Canadian Foodservice & Hospitality Magazine is doing a feature story on Ontario winemakers and Ontario VQA wine sales in the licensee channel for the July issue. Natalie Maclean has been hired to write the editorial and the Wine Council is working with her on the story and helping to connect her with restaurateurs and sommeliers. You may be contacted by the magazine to purchase advertising to support the feature which we would encourage you to consider to raise the profile of Ontario VQA wines within this important channel.

RETAIL TRAINING

The WCO is coordinating the front-line customer service training sessions for Winery new staff. Details and registration forms will be sent out shortly. Sessions will be ½ day.

Tentative Dates are:

May 15th – Niagara

May 16th – Niagara

May 17th – Prince Edward County

May 22nd – Niagara

May 23rd – Niagara

TBD – Lake Erie North Shore

Google Map locations

Some of you may be aware that Google Maps sometimes is showing your winery address at the incorrect location. We have reviewed all winery locations being mapped on the WinecountryOntario.ca website and have manually updated many to illustrate your winery location in the correct (or as close to) spot on the map. Please take the time to visit the Google link below to update/correct your winery location with Google directly. Challenges are with the use of NOTL vs St Davids; Lincoln vs Beamsville, Vineland, Jordan; and Concession Roads. Be sure to update your winery websites as well.

<https://accounts.google.com/ServiceLogin?service=lbc&continue=https://www.google.com/local/add%3Fservice%3Dlbc>

Wine Business Monthly – Salary Survey

By participating in Wine Business's Salary Survey (deadline May 17) at the link below we will have access to the survey results from all wine regions.

<https://www.surveymonkey.com/s/WBMsalarysurveyCanada>

PR Efforts – Wineries, please support our PR efforts and share the VQA economic impact and growth story!

****New Posters Available for winery retail stores. (Please contact the WCO to order)**

Keep the Buzz Going! \$12.29 is the economic impact of purchasing VQA wine. One of the core message for consumers is that "Buying VQA=Growing Ontario".

Wineries please help us share this good news story within your various communication outlets including newsletters, blogs, websites, Facebook and Twitter (Twitter Hashtag #VQAadds12bucksplus)

Key Messages:

- Buying VQA=Growing Ontario
- Your VQA wine Purchase = 12.29 for Ontario

Follow: <http://www.winecouncilofontario.ca> for the Press release and KPMG study.

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-write the postings.*** As we approach summer and more events are posted, your attention to this matter is much appreciated.

Niagara Food & Wine Expo

Please see attached for exhibitor information.

Competitions

LIEUTENANT GOVERNOR LAUNCHES THE 2012 AWARDS FOR EXCELLENCE IN ONTARIO WINES

TORONTO – The Honourable David C. Onley, Lieutenant Governor of Ontario, is pleased to launch the 2012 '*Lieutenant Governor's Award for Excellence in Ontario Wines*'.

This annual competition was created in 2011 and was enthusiastically welcomed by Ontario's wine industry. It is open to all VQA Ontario wines, and will select only those that meet a certain level of '*excellence*'. Up to four wines may be submitted per winery, and there is no charge to enter. All submitted wines must be commercially available.

Development of this award came as a result of consultation with industry stakeholders across Ontario including the Grape Growers of Ontario, the Wine Council of Ontario, and the Canadian Food & Wine Institute at Niagara College.

The deadline for this year's entry form submission is **Friday, May 11th**, and the bottle submission window is **Thursday, May 31st, and Friday, June 1st**.

For further information, program guidelines, and entry forms, go to: www.lt.gov.on.ca

Profit - New to Exporting Seminar, June 5 and 6, 2012

This is your invitation to participate in a two-day seminar on exporting food and beverage products to the USA. The session will be held in Toronto (Day 1 morning) and Buffalo (Day 1 evening & Day 2). The seminar, featuring **over 15 speakers**, is a 'hands-on' orientation covering the basic requirements for food and beverage exporters. Topics discussed include: export financing, product labeling, US tax laws, US food brokerage, US food distribution, US Food & Drug regulations, US Customs & Border Protection, and US customs brokerage. Export development services, provided by Ontario Food Exports will also be presented.

Cost: \$350 + HST per person (all inclusive)

Includes:

The PROFIT GuideBook (containing all presentation materials)

Round-trip motor coach transportation to Buffalo

Accommodations in Buffalo and all meals.

To register contact:

Jennifer Hannam, Ontario Food Exports

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