

May 13, 2013

MARKETING

Wine Country Ontario Travel Guides – ARE READY

Wineries across Ontario will be receiving the Wine Country Ontario Travel Guides this week. Deliveries to all regions are planned starting today and expect to be completed by Thursday. We will be releasing a Press Release Thurs in time for the Long weekend and copies have been delivered to the Ontario Tourism Information Centres. Be sure to pick up a copy of the current Maclean's weekly magazine as the Wine Route Map was inserted in the middle (May 20th issue) on stands May 9th.

Announcing the launch of Maclean's magazine "*Wine in Canada*"

Last summer, Wine Country Ontario, Wines of British Columbia and *Maclean's* formed a strategic partnership to raise awareness of Canada's wine and wine tourism industry. Recognizing the passion, ingenuity and achievement of Canadian winemaking, *Maclean's* is committed to supporting our industry and savour the joy in each glass with their audience.

Today May 13, "*Wine in Canada*" will be available on newsstands across Canada as well as at select wineries. It is the first national publication that takes Canadians on a tour of our country's finest wine regions, their latest releases, innovative pioneers, hottest trends and hidden gems.

Contributed by some of Canada's leading sommeliers, including John Szabo MS, Rhys Pender MW, Kurtis Kolt, Treve Ring, and Erin and Courtney Henderson, "*Wine in Canada*" brings together the land, the people, the culture, the wine and the food through colourful photography and vivid articulations. Wine in Canada takes readers across the country to Okanagan, Similkameen, Niagara, Prince Edward County, Lake Erie North Shore, Eastern Townships and Annapolis Valley providing an in-depth look at the wines as well as the people and places behind the labels.

Wine Country Ontario is supporting this launch with both PR and social media efforts. We encourage Ontario wineries to please read the **attached** press release to help leverage these efforts. You will find relevant Twitter Handles and we encourage you to use the following Hashtags where possible on Twitter: #CDNwine #ontariowine.

If you are interested in knowing more about *Maclean's* "*Wine in Canada*", or purchasing copies at our partnership discount of 25% please contact Kathy Murphy at Maclean's kathy.murphy@rci.rogers.com for any inquiries.

Canadian Wine Initiative

Attached please find information on the Canadian Wine Initiative, how it works and what Department of Foreign Affairs and International Trade (DFAIT) will need from you to

list and sell your products to Canadian Embassies and Consulates throughout the world.
Contact [Linda Watts](#).

Vino Visit program

See [attached](#) for details on how to have your winery listed on VinoVisit for bookings of tours and other events. After a very successful 1 year pilot, we recommend all wineries to sign up. Contact Bob at VinoVisit to register: bob@vinovisit.com

Biking the Wine Route

Is your winery seeing an increase in visitors arriving and touring the Wine Route by bicycle? If not you may want to find out more about this growing tourism sector from the Welcome Cyclists Network. Wineries in participating areas can register and certify as bicycle friendly destinations for free through the Network. Upon certification under the attractions category, receive online map location icon, participant's tool kit, decal and logo to help identify you winery as a bicycle friendly. There are already 32 wineries participating across Ontario, with the summer cycling season just around the corner, find out more today at: www.welcomecyclists.ca/join-the-network

SOCIAL MEDIA UPDATES

Spotlight on Wine Country Ontario

Spotlight on Wine Country Ontario will be [attached](#) to each weekly eblast. It's a new communication that summarizes the highlights of Wine Country Ontario's weekly social media activities and what's next. Enjoy! Contact [Magdalena](#) or [Linda](#) for information.

Please add wco@veritasinc.com to your consumer eblast list so they can use content for Wine Country Ontario social media channels.

Common Twitter Hashtag Reminders: #Ontariowine #CDNwine

PR & COMMUNICATION UPDATES & OPPORTUNITIES

The Great Canadian Wine Match - Vote for Ontario wines today!

The first people's choice awards for Canadian wine and food is a grassroots, "bottoms up" online competition. Consumers engage via social media and real-time online voting to rally behind their favourite pairings.

Voting ends May 20 with a finalist showdown phase. Canadian Press, CTV News and CBC have already reported on the launch of this innovative project, with more coverage to come when winners are announced June 2 in time for Canada Day stories.

Ontario wineries are encouraged to nominate and vote for their wines at www.nataliemaclean.com/canadian-wines.

Questions? E-mail natdecants@nataliemaclean.com.

EVENT PARTICIPATION OPPORTUNITY

Savour Stratford Festival – A Taste of Ontario

Attached please find an opportunity for a limited number of Ontario wineries to participate in the Savour Stratford – A Taste of Ontario – Artisan Alley in September.

WINE COMPETITIONS – Details and Entry Information

WineAlign National Wine Awards of Canada (NWAC)

Registration is open for the **WineAlign National Wine Awards of Canada (NWAC)** that will be held every year in June. Each year a wide selection of the country's leading wine writers and tasters are asked to gather somewhere in Canadian wine country to evaluate over 1,200 wines grown in Canada and to award Platinum, Gold, Silver and Bronze medals in some two dozen categories. Full results are published on WineAlign in September. Wine Country Ontario is honored to be the Host Partner for the inaugural WineAlign National Wine Awards of Canada (NWAC) 2013 taking place in the Niagara Peninsula. Each year the judging will take place within the different wine growing regions of Canada. As a host partner, we will be working to showcase the Niagara region to the 18 judges (wine media) visiting from across Canada.

Please visit the following link for full details & entry information on these awards:

<http://www.winealign.com/awards>

Important Dates for the competition:

June 1st: Online registration closes

June 3rd: Wine delivery to consolidation points in the East closes

Education and Conferences

China Export Seminar

Please find **attached** information to participate in an export information seminar about exporting wine to China that is taking place on Monday, June 10 in Niagara-on-the-Lake. Contact [Linda Watts](#).

2013 Riesling Experience - June 11-12, 2013 www.rieslingexperience.com

Wine Marketing and Sales Staff are encouraged to attend along with Winemakers, Viticulturists and Growers and of course, Winelovers!

You've got less than one month to register – don't be too late – this conference has sold out every year!

Go to: www.rieslingexperience.com for more information or to register ...

7th Annual Academy of Wine Business Research Conference

Registration is now open for the 7th Annual Academy of Wine Business Research Conference taking place at Brock University from June 11–15. This is the first time this international conference is hosted in Canada. Take this opportunity to meet wine business researchers from around the world. Of interest is a round panel discussion on the impact of Social Media in wine marketing, featuring panelists Michèle Bosc, Suresh Doss and Damien Wilson.

To register, please visit our conference website for instructions:

www.academyofwinebusiness.com/2013/registration.html

Early bird registration rates are in effect until May 6th, after which the rates will increase. Questions? Contact the conference coordinator, Angela agreco@brocku.ca.

RESOURCES & TOOLS

Wine Country Ontario Media Centre: <http://winecountryontario.ca/media-centre>

- Direct Media here in order to share common messages
- Find useful tools including PDFs of Wine Country Ontario: Our Story Booklet in multiple languages

Wine Country Ontario Social Media Assets:

- Twitter Handle is @winecountryont
- Facebook is <https://www.facebook.com/WineCountryOntario>

Link for members to post events on the Wine Country Ontario website:

<http://winecountryontario.ca/submit-event>

Link for members to access the Wine Council of Ontario member site:

<http://www.members.winecouncilofontario.ca/login.php>