

May 6, 2013

ACCOLADES

Pillitteri Estates Winery wins the 2013 Ontario Food Exporter Award

The Ontario Food Exporter Award, launched in 2011 by the Ontario Ministry of Food and Rural Affairs (OMAFRA), celebrates the remarkable Ontario exporters who contribute to that success. This annual award recognizes a business's successful expansion into new export markets, as well as their creativity and excellence in working with international markets.

Pillitteri Estates Winery has won the Ontario Food Exporter Award to recognize the winery's role in Ontario's agri-food industry and economy. This is the second year the winery has been nominated and the first time winning, placing in the top three last year. Premier Kathleen Wynne presented the award to Charlie Pillitteri, CEO of the winery.

Congratulations to the Pillitteri Estates Winery family and team.

MARKETING

Retail Training Sessions – World Class Customer Service. ½ day sessions.

Sessions are planned for:

May 13th – Niagara

May 15th – Niagara

May 22nd – LENS

May 28th – PEC

Please find **attached** the program overview and registration form. Space is limited – please register today.

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.

PR & COMMUNICATION UPDATES & OPPORTUNITIES

WINE COMPETITIONS – Details and Entry Information

Registration is now open for **Lieutenant Governor's Award for Excellence in Ontario Wines**. Submission entries are from April 15th to May 10th, 2013.

Link for full details: <http://www.lgontario.ca/en/honours-and-awards/pages/Lieutenant-Governors-Awards.aspx>

WineAlign National Wine Awards of Canada (NWAC)

Registration is now 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>

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

Share and learn more about the diversity, beauty and versatility of Riesling:

Day One:

- Three speakers – three great topics:
 - Ageability of Riesling – Nikolaus Weis, St. Urbans-Hof Family Estate Winery
 - The experience of Riesling – Terry Acree, Cornell University
 - Riesling in the world market – Kathy Cannon, LCBO
- Optional dinner at Ravine Vineyard Estate Winery

Day Two:

- Join us for a guided tour and tastings in some of Niagara-on-the-Lake's oldest Riesling vineyards
 - Discuss with Day 1 speakers and local experts what makes these vines unique
 - Vineyard lunch at Trius Winery at Hillebrand
 - Wrap up rendezvous at Inniskillin Winery

For further information or to register go to: rieslingexperience.com #re2013

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>