

November 1, 2010

Enhancing PR and Media Communications

Last week a communication was sent out to members with the goal of gathering updated **“Winery Media Information”** for each winery. I have asked each of you to provide brief summaries to give media a **“quick snapshot”** of each of your wineries as I like to use them for FAMS. A template was provided as a guideline and I have already received several. I look forward to receiving these by mid November as they will help enhance our communications with the media.

If you have any questions, please contact magdalena@winesofontario.org.

Save the Date:

Winery Sales and Profitability Symposium – Niagara College

March 1, 2011

Guest speakers/presentations on:

- *Selling: Closing the sell. Learn techniques on how to sell more wine in your tasting room and fresh ways on encouraging repeat visits and sales.*
- *Public Relations: Build long lasting relationships with media, wine writers, sommeliers, restaurants, hoteliers and industry professionals.*
- *Customer Relations: Learn effective customer relations techniques and how it can increase your bottom lines.*
- *Social Media: The latest marketing tools on how your winery can effectively utilize Facebook, YouTube, Twitter, and Virtual Tastings.*

Look for more information in the next few weeks.

Consumer Wine Shows

There is still availability to participate in the Gourmet Food & Wine Expo, Nov. 18-21 and the London Wine & Food Show, Jan. 15-17, 2011. Contact Linda for participation information on any consumer shows.

MPP VQA Restaurant Award Challenge

On Thursday, December 2 we are organizing the MPP VQA Restaurant Award Challenge event in collaboration with Minister Bradley at Queen's Park from 11:30am-1:30pm. Minister Bradley will challenge his colleague MPP's to compete for the largest number of VQA Restaurant Award of Excellence winners in their riding. Following the challenge there will be a light lunch with wine. 50-75 MPP's and media will attend the challenge and lunch. We are inviting 5 restaurants to participate and provide the catering for lunch as

well as 5 wineries to partner with each restaurant and provide wine pairings. Restaurants and wineries can contact Linda to participate.

ORHMA Ottawa Restaurant and Hotel Gala

The WCO is working with ORHMA Ottawa Region again this year and would like to invite members to participate in the annual "Ottawa Restaurant Awards Gala" held on January 17, 2010. This is one of Ottawa's premier culinary events held at the Westin Hotel and attended by the city's hotel and restaurant owners, managers and their staff.

During the evening, awards are given for high profile categories including, Ottawa's Favourite Restaurant (People's Choice Award), Restaurateur of the Year, Lifetime Achievement Award, and Ottawa's Best Chef Award, among others.

As in past years, they intend on featuring Ontario Food and Wine and will continue to pair Ontario VQA wines with each of the six food stations in addition to Ontario VQA wines being poured during the pre-dinner reception. The Ottawa Board is hoping that wineries will donate their product (3-4 cases each) to this event. It will be a great opportunity for them to meet the people that currently pour their wines and hopefully attract new business too.

Attendance is expected at 350-400 guests and the participating wineries will be given Key profile in all promotional material produced for this exciting and not-to-be-missed evening.

I am looking for 7 wineries to participate in this opportunity. Contact Linda to participate.

Taste Ontario and Winterlude

Monday, February 7, 2011 is the date for the Taste Ontario Trade and VINTAGES Consumer tastings in Ottawa during Winterlude. VINTAGES are selecting the wineries to participate in the consumer tasting and we will be coordinating the trade tasting. Watch for participation details this week. Contact Linda for information.

Wine Country Ontario travel guide – SURVEY

As we start the planning for the 2011 edition of the Wine Country Ontario travel guide – we are requesting feedback from wineries as we do each year. Last year, we made significant changes to the 2010 Wine Country Ontario travel guide based on that feedback.

Please complete the following survey <http://www.surveymonkey.com/s/53892XD> and supply thoughtful responses to our questions regarding all aspects of the guide.

Thank you for your time. Please complete by November 19th, 2010.

CVA Safe Winemaking Workshop - Niagara

The CVA has developed a voluntary food safety program for Canadian wineries. The materials were developed by the CVA Food Safety Technical Committee with the assistance of the Guelph Food Technology Centre. Input was also received from the Canadian Food Inspection Agency (CFIA). Federal funding for the project work has been received from Agriculture and Agri-Food Canada under the Canadian Integrated Food Safety Initiative (CIFS) program.

The documents were finalized in 2008 and include a generic, winery-specific, food safety model (*CVA Good Winery Practices* and *CVA Generic HACCP Plan*) and implementation tools and resource materials (*CVA Toolkit*). Training sessions held in 2008, 2009 and 2010.

In an effort to improve the program, further development work has been undertaken. Feedback on the program has been solicited via surveys and responses have been received from winemakers. We are in the process of updating the program material based on winery feedback, new regulatory requirements or guidelines and new scientific data.

Our current activity includes conducting workshops on how to utilize the CVA program material. These workshops are designed for Canadian wineries and will describe the intent and applicability of the food safety documents. The session will assist wineries to interpret the generic model and to take steps to implement the programs in their own operations. **The session is open to any winery (regardless of CVA membership) and is free of charge.** The new seminar is a follow-up opportunity for wineries which were unable to participate in the Summer 2010 sessions.

The session will be held on February 1, 2011 in Niagara (ON).

Attached is a letter and a registration form for wineries to complete and return to the CVA. The total number of wineries that may attend the training session is limited, therefore, we urge your members to register by November 30, 2010