



We Love Wine Country Ontario Restaurant Recognition Program

- ❖ Started in 2004 as VQA Restaurant Award of Excellence - 27 restaurants
- ❖ Re-energized in 2010 as We Love Wine Country Ontario – currently 180 plus restaurants – goal of 300 plus by July 2014
- ❖ recognizes licensees that are offering their patrons Ontario VQA wines

How can a Winery promote the We Love Wine Country Ontario Program?

- ❖ View the current list of recognized licensees www.winecountryontario.ca
- ❖ Encourage restaurants to be a recognized We Love Wine Country Ontario recipient
- ❖ Nominate restaurants – go to www.winecountryontario.ca
- ❖ Encourage restaurants to visit www.winecountryontario.ca/trade-resources for more information on:
 - Ontario VQA wines
 - Contact information for Ontario wineries
 - Access tools for server training
 - Sign up for Licensee & Trade e-newsletter
- ❖ Year-round intake, there is no deadline to apply but the sooner restaurants apply the more benefit they will receive from the planned promotion in late summer, fall 2014.

What are the benefits for the restaurant?

- ❖ Window Clings
- ❖ Website listing & Find/Mapping tool
- ❖ Print campaign highlighting recognized licensees
- ❖ Logo use for menus and website
- ❖ Opt in to have framed certificate

Partnership with Feast ON

- ❖ Launched in January, Feast ON is a program designed to help the consumer experience restaurants of all shapes and sizes that champion Ontario food and drink. From food trucks to fine dining, consumers will be able to discover a true taste of place in restaurants that have the certified taste of Ontario designation.
- ❖ Ontario Culinary Tourism Alliance (OCTA) has brought together a team of food and drink lovers–called Community Connectors–strategically placed across the province to help make Feast ON work and simultaneously promote the We Love Wine Country Ontario program
- ❖ For more information go to <https://feaston.ontarioculinary.com>





**WE
LOVE
WINE
COUNTRY
ONTARIO**

We Love Wine Country Ontario Restaurant Recognition Program

To recognize licensees that offer their patrons a selection of Ontario VQA wines, we have created the We Love Wine Country Ontario restaurant recognition Program.

This recognition means that your establishment is leading the way in choosing to serve our delicious Ontario wines. By showing your commitment to homegrown products, you are offering patrons the opportunity to enjoy local wines as part of their dining experience.

Let us help you tell the world that you're proud to have Ontario VQA wines on the menu.

For more information on the program, criteria, benefits and to apply, please visit www.ilovewinecountryontario.ca

To access more information on Ontario VQA wines, contact information for Ontario wineries, access tools for server training or to sign up for the Licensee & Trade e-newsletter, visit the Trade Resources section of Wine Country Ontario website. www.winecountryontario.ca/trade-resources

The restaurant recognition program is year-round, no deadline to apply but keep in mind the sooner you apply the more benefit and promotion your restaurant will receive.

Contact trade@winesofontario.ca with any questions.

**We Love Wine Country Ontario Restaurant Recognition program is an evolution of the VQA Restaurant Award of Excellence Program.*



FOR TRAVELERS AND
LOCALS ALIKE, FEAST ON
IS A PROVINCIAL
DESIGNATION PROGRAM
THAT CELEBRATES
INDUSTRY CHAMPIONS
FOR THEIR STEADFAST
COMMITMENT TO SERVING,
SOURCING & IDENTIFYING
ONTARIO FOOD & DRINK.



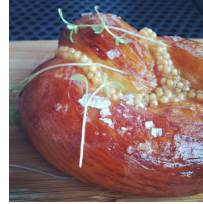
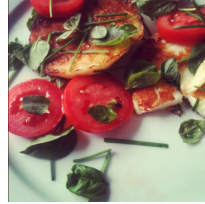
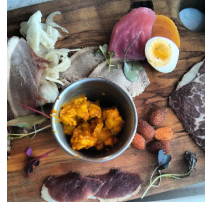
CERTIFIED TASTE
FEAST ON
OF ONTARIO



FROM FOOD TRUCKS TO FINE DINING, FEAST ON INCREASES
THE AWARENESS AND ACCESSIBILITY OF DELICIOUS REGIONAL EDIBLES FOR ALL.

FEAST ON IS ALL ABOUT

PROCUREMENT ● PARTNERSHIPS ● PARTICIPATION



The Benefits

BECOME PART OF A PROVINCIAL CAMPAIGN TO CELEBRATE CHAMPIONS FOR CHOOSING ONTARIO PRODUCTS

EXCLUSIVE PROFILE OF YOUR BUSINESS ON: FEASTON.ONTARIOCULINARY.COM

A UNIQUE FEAST ON IDENTIFIER ON THE CULINARY EXPLORER ITINERARY-PLANNER: EXPLORER.ONTARIOCULINARY.COM

ACCESS TO FEAST ON POINT-OF-SALE PROMOTIONAL MATERIALS

EXCLUSIVE PROMOTION THROUGH FEAST ON MEDIA CHANNELS & MARKETING CAMPAIGNS

OPPORTUNITY TO PARTICIPATE IN UNIQUE "FEAST ON" EVENTS

ACCESS TO THE FEAST ON LOGO

25% OFF TICKETS TO THE ONTARIO CULINARY TOURISM SUMMIT

INVITATION TO PARTICIPATE IN REGIONAL INITIATIVES AND EVENTS PROMOTING FEAST ON

FEAST ON MONTHLY E-NEWSLETTER, PACKED WITH CHEFS RESOURCES AND INDUSTRY TRENDS

FREE ACCESS TO INDUSTRY WEBINARS

...and more!

The Manifesto

TO PROCURE ONTARIO FOOD AND DRINK WHENEVER POSSIBLE.

TO TRACK AND TRACE ONTARIO FOOD AND DRINK PURCHASES AS CLOSE TO THE POINT OF ORIGIN AS POSSIBLE.

TO IDENTIFY THE PROVENANCE OF ONTARIO FOOD & DRINK ON THE MENU.

TO DEVELOP ONTARIO'S CULINARY IDENTITY BY CELEBRATING REGIONAL TASTES AND CHAMPIONING LOCAL, SEASONAL INGREDIENTS.

TO EDUCATE THE PUBLIC ABOUT ONTARIO FOOD AND DRINK AND TO BRING FURTHER AWARENESS TO ITS STRONG AGRICULTURAL SECTORS.

The Process

VISITATION. Applicant visited by Community Connector.

VERIFICATION. Information is verified by OCTA. Applicant is notified of the status of their application.

ACTIVATION. Successful applicants receive conditional designation and invitation to activate online. Designees receive immediate access to the Feast ON toolkit.

DESIGNATION. Feast ON designees receive their formal designation.

FEASTON.ONTARIOCULINARY.COM
@OCTA_LICIOUS #FEASTON

FEASTON@ONTARIOCULINARY.COM
416-644-3601



Introducing Feast ON: A Foodservice Designation Program Celebrating Champions of Ontario Food & Drink

For Immediate Release

Ontario Culinary Tourism Alliance

February 25, 2014

416-644-3601

TORONTO, ON – The Ontario Culinary Tourism Alliance, with support from the Ministry of Agriculture and Food, is pleased to announce the official launch of Ontario's new foodservice designation program entitled Feast ON.

Feast ON is a criteria-based program that recognizes foodservice businesses committed to showcasing Ontario grown and produced food and drink. Restaurants of all shapes and sizes—from food trucks to fine dining—sourcing a minimum of 25% Ontario food products and 25% beverage products (or 25 Ontario beverages on offer at any given time) will become certified with the Feast ON designation, allowing consumers to seek out a taste of Ontario at their favourite dining establishments.

Foodservice establishments will also be recognized for their **partnerships** with local, regional, provincial and national programs that are championing best practices in the industry, and **participating** in community events, food education, and awareness campaigns.

The Feast ON manifesto includes: increasing local food procurement province-wide; developing Ontario's culinary identity; celebrating Ontario's food and drink champions; and educating the public on the amazing products grown, processed, and prepared in Ontario.

"It is amazing to see how over 100 consultations with stakeholders from across the province has informed the development of a participatory program that spans across the foodservice industry. The response to Feast ON to date has been overwhelmingly positive and we look forward to seeing how unique "Certified Tastes of Ontario" can come together to create positive change across our great province" said Trevor Benson, the Feast ON Program Coordinator.

Some of Ontario's first applicants to Feast ON include: Northern Edge Algonquin Adventures & Retreats in South River, Richmond Station in Toronto, Ridge Berry Farm & Tea Room in Niagara, Le Chien Noir in Kingston, Ravine Vineyard in Niagara, Bread Bar in Hamilton, and the list goes on.

For more information, please visit FeastON.ontarioculinary.com or contact FeastON@ontarioculinary.com

About the Ontario Culinary Tourism Alliance (OCTA)

The Ontario Culinary Tourism Alliance is a not-for-profit devoted to connecting tastemakers, sharing their stories, and sparking delicious development in culinary tourism. By bridging the gap between the food and travel industries, OCTA is strengthening viticulture, agriculture, and aquaculture to promote the growth of culinary tourism. OCTA's work lies in developing strong relationships between growers, chefs, processors, restaurateurs, accommodation providers, distributors, government, and industry organizations.

The Ontario Culinary Tourism Alliance, along with its member destinations, is leading efforts in research, education and product development to promote the growth of the industry. Our ambition is to contribute to Ontario's goal of doubling tourism revenue by 2020. With this philosophy, we aim to move Ontario into the forefront of the culinary tourism industry.