

November 22, 2010

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.

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.

Sustainable Survey

The Wine Council of Ontario is requesting your insight to determine the most beneficial next steps to take in order to enhance the appeal, relevance, and awareness level of the Sustainable Winemaking Ontario program. It is for this reason that we are asking **both Sustainable Winemaking Ontario participants and non-participants** to complete a brief survey (link below), describing your current views and opinions regarding the program. Your insight will provide us with the information we need to establish a program that benefits not only its participants, but also the industry as a whole.

We ask that you circulate this survey to all relevant sources, including winemakers, owners, retail managers or supervisors and operational managers to complete. We value the diverse opinions of those involved in the winemaking industry.

We wish to thank you in advance for your participation. Please complete survey by December 6th, 2010.

<http://www.surveymonkey.com/s/6BM5Z5W>

Period 7 LCBO in-store tasting program

Following up on the Period 7 LCBO in-store tastings – the deadline is November 30th for submitting your 3rd party tasting company costs to qualify for the 20% subsidy from the Wine Council. See excerpt below detailing procedure distributed July 5th in the allocation notice to each winery.

As mentioned in the memo re: Call for participation , the VQA Ontario wine marketing funds are available for subsidy of 20% towards 3rd party tasting company costs for this program. We have reviewed the total tastings requested and the amount budgeted and due to the overwhelming response we will need to apply a cap the amount of subsidy to each *supplier/corporate entity to a maximum of \$6,000 or 200 tastings, whichever is less. This will allow us to keep within the approved budget and not re-allocate funds from other important programs.

The procedure to apply for the subsidy from the WCO is to submit a copy of your paid invoice to the WCO by Nov. 30th, 2010. (Those using Epernay will be billed directly from the WCO.) The WCO will review and reimburse you 20% of the applicable costs, within the above guidelines, for the tastings. Payment from the WCO will be made by January 15th, 2011.

If you have any questions or concerns, do not hesitate to contact Regina at the WCO office.

Media Contact Updates

David Lawrason
60 Princeton Road
Toronto, ON
M8X 2E4

416-527-7170 (mobile)
david@davidlawrason.com
www.winealign.com
www.winerytohome.com

Toronto Life Magazine
Toronto Life Eating & Drinking Guide
Ottawa Magazine
Wine Access Magazine
Canadian Wine Annual & Canadian Wine Awards
County & Niagara Grapevine
Gold Medal Plates

“David’s new address is for mail and courier deliveries only. Couriers should look for a drop box beside the front porch. This address is in the Royal York and Bloor area of Etobicoke. His new cell phone number is 416-527-7170. The home number is unpublished. Email is by far the best way to communicate. You can also follow David or direct message him on Twitter @davidlawrason. David is now using Twitter regularly as a channel for news on his professional activities and events, and to highlight recommended wines reviewed at WineAlign.com.”

Natalie Maclean

Office is moving to a new address. Please hold all samples from November 29 to December 3rd.

As of December 6, please send wine samples to:

4818 Dove Court
Ottawa, Ontario
K1J 9J7

You can find links to Natalie's many regular columns:

www.nataliemaclean.com/faq.asp#25

Natalie also contributes frequently to the following publications, both in North America and internationally: LouLou, Appetite , Good Taste, Canadian House & Home , enRoute Air Canada , Hemispheres United Airlines

She is the wine columnist for CBC Fresh Air, the syndicated wine expert for the CBC radio drive-home shows from coast to coast and a regular wine commentator on the largest weekend radio show in the country on CFRB.

Natalie is often asked by other journalists on lifestyle, travel, food, business and technology beats to comment as a wine and food expert for their stories. Recent articles include those in the National Post, Vancouver Sun, Ottawa Citizen, Chicago Tribune, San Francisco Chronicle, Associated Press, Canadian Press, Wall Street Journal, Wine Enthusiast, Calgary Herald, Windsor Star, Forbes Magazine, Halifax Herald, Reuters and Smart Money Magazine. You can read these stories and others here: www.nataliemaclean.com/articles.

11 new researchers join the CCOVI network in support of the Grape and Wine Industry

Brock's Cool Climate Oenology and Viticulture Institute (CCOVI) has announced that 11 researchers will become new CCOVI Fellows and Professional Affiliates.

Created in 2007, the new CCOVI Fellow and CCOVI Professional Affiliate designations were used to advance grape and wine research programs and increase the critical mass of researchers focused on the grape and wine sector. As a result, researchers are able to share knowledge and collectively advance research on industry priorities at a faster rate.

The affiliation programs are designed to encourage research faculty from Brock University and other academic or research institutions, as well as individuals in the private sector, to become part of CCOVI's network.

The newcomers include six scientists from Agriculture and Agri-Food Canada's Pacific Agri-Food Research Centre (PARC) in Summerland, B.C. Earlier this year, a memorandum of understanding was signed between CCOVI and PARC allowing for exchange of ideas and information related to viticulture and oenology.

The rest of the new researchers bring a wealth of expertise in science, social science, business and law both from academia and the private sector. The CCOVI network

originally focused exclusively on the science of oenology and viticulture, but the addition of members in varied disciplines is helping move research into all areas of the grape and wine value chain.

Presenting the new CCOVI Fellows and Professional Affiliates:

- **Dr. Lester Kwong**, Assistant Professor, Department of Economics, Brock University, St. Catharines, ON
- **Dr. Annette Nassuth**, Associate Professor, Department of Molecular and Cellular Biology, University of Guelph, Guelph, ON
- **Dr. Michael Ripmeester**, Chair and Professor, Department of Geography, Brock University, St. Catharines, ON
- **Dr. Narongsak (Tek) Thongpapanl**, Associate Professor, Department of Marketing, International Business and Strategy, Brock University, St. Catharines, ON

CCOVI Professional Affiliates:

- **Carl Bogdanoff**, Viticulture Biologist, PARC, Summerland, BC
- **Dr. Margaret Cliff**, Research Scientist, PARC, Summerland, BC
- **Dr. Tom Lowery**, Research Scientist, PARC, Summerland, BC
- **Alexandra Mayeski**, Lawyer, Heenan Blaikie LLP, Toronto, ON
- **Dr. Gerry Neilsen**, Research Scientist, PARC, Summerland, BC
- **Daniel O’Gorman**, Research Biologist, PARC, Summerland, BC
- **Dr. Kevin Usher**, Research Scientist, PARC, Summerland, BC

We are also happy to announce the renewed affiliation of:

- **Dr. Pat Bowen** (Professional Affiliate), Research Scientist, PARC, Summerland, BC
- **Dr. Linda Bramble** (Professional Affiliate), Wine Writer, Author, Educator, St. Catharines, ON
- **Dr. Ralph Brown** (Fellow), Professor, School of Engineering, University of Guelph, Guelph, ON
- **Dr. Ronald Jackson** (Professional Affiliate), Wine Writer, Author, Le Bic, QC
- **Dr. Karl Kaiser** (Professional Affiliate), Co-founder of Inniskillin Wines, Winemaker, Consultant, Niagara-on-the-Lake, ON

Now numbering more than 30, the CCOVI Fellows and Professional Affiliates present findings from their research at public seminars and workshops throughout the year.

A recognition of the newly appointed individuals will take place in December during CCOVI’s annual seasonal celebration where members of industry and academia will socialize with their peers and celebrate the holidays.

To learn more about each individual and their research, please visit the CCOVI website at brocku.ca/ccovi then click on “Research” and “Researchers and Research Topics”.

For more info: Nathalie Dreifelds, Marketing and Communications Officer, CCOVI, Brock University, 905-688-5550 x4471; ndreifelds@brocku.ca