

September 4, 2012

Upcoming Meetings

- **Wednesday, August 29, 2012**
Industry Marketing Committee meeting – WCO office

Ministry Audits on Promotional Wine

We have been advised that the Province has been conducting audits (at wineries) with respect to the Ontario Wine Tax. This is with respect to the monthly (or quarterly) filing to the Ministry of Revenue on which wineries calculate their 6.1% tax remittance. The audit is paying particular attention to the 'Promotional Wine' claimed on the returns. We understand that the auditors are seeking clear support for ALL promotional wine claimed (which is exempt from the 6.1% tax up to the cap level); such support includes names and addresses of all recipients of promo wine (including charities, licensees, winery staff, trade shows etc.) and other documentation, such as travel logs of sales reps (to prove tastings at licensees, etc.), is satisfactory. Wineries are advised to ensure their reporting documentation is full and complete. If you have any questions on this matter, please contact D. Gibson at the WCO office.

WOW Program Invoices

Thank you to all wineries that have participated in the WOW tours this summer, we have the last 2 tours taking place this week. For those wineries that hosted a tour AND supplied lunch or dinner, please be sure to submit your invoice to Regina's attention no later than **Sept 5th**. Invoices can be emailed to regina.foisey@winesofontario.org. With 20 tours – we expect over 100 invoices for the full project including transportation, hotels and wineries – therefore your timely cooperation is appreciated. If you have any questions, please do not hesitate to contact Regina at 905-562-8070 ext. 227.

Managing for Success Business Assessment Opportunity

The AOFP is Offering Complimentary Business Assessments for Ontario Food and Beverage Processors. **The Wine Council of Ontario is a member of the AOFP therefore all member wineries are eligible to apply for this program.** To date, 40 food and beverage processing companies from across the province have participated in the confidential, one-on-one assessments. The process includes having an experienced business advisor work with management to review their company's practices in several focus areas and provide recommendations. Starting in fall 2012, a limited number of companies from a cross-section of the Ontario food and beverage processing sector will receive this complimentary, personalized assessment valued at more than \$5,000. For further details, and to apply for an assessment visit: www.managingforsuccess.ca

Photos of your winery

Each year we use photos of your winery property in the Wine Country Ontario Travel Guide. To keep the guide fresh and exciting we certainly want to encourage wineries to use this time of year to take new photos of their properties. We seem to find that when wineries think of this – it is usually February and not always the best time for outdoor photography. Remember to ensure any photos you take are high resolution – minimum 300 dpi, 3” wide x 2” high, CMYK in jpeg or eps format. If you have any questions, please contact Regina at ext 227 or email regina.foisey@winesofontario.org

Canadian Food Exporters Association – Show Participation opportunities

November 8-10, 2012 Hong Kong Wine and Spirits Fair

With the outstanding achievement of the HKTDC Hong Kong International Wine & Spirits Fair 2011, Hong Kong is now firmly established as the regional trading point of choice for the global wine industry. There are many government and private sector initiatives in place to promote wine trading in Hong Kong, such as the abolition of import duty on wine and speedier customs clearance into major Chinese mainland cities. Of these initiatives, the Hong Kong International Wine & Spirits Fair has quickly become one of the most influential. Exhibiting at this event will give you the opportunity to gauge Asian tastes as well as test consumer reaction to new products. In 2011, 930 exhibitors from 37 countries and regions were able to gauge the interest of 19,400 trade visitors from 71 countries and regions and 19,690 public visitors. To learn more about how you can participate, please visit our site: <http://www.cfea.com/events/hkwineandspirits2012invite.aspx>

You can register online at <https://www.cfea.com/events/hkwineandspirits2012form.aspx>

Wine Business Management Students offer Consulting Services

Let Postgraduate students in the Niagara College Wine Business Management Program help you plan the future of your enterprise. As business consultants, they will research industry issues specific to your needs then provide a practical report designed to improve your business. ***“It’s cost free and confidential”***

If you are interested in this service, please contact Barbara Leslie by August 31, 2012 at bleslie@niagaracollege.ca or 905-641-2252 ext 4471. Students will choose their projects in October and complete the work between January and April 2013.

All research is supervised by an academic advisor with many years of business consulting experience. Past projects include Use of Social Media, Capital Cost Analysis, Market Research, Export Markets, Branding and Business Plans.