

May 14, 2012

“The Stop” looking for Ontario wines for a special event

The Stop (www.thestop.org) is creating a tribute to old (mostly Italian) families that came to Canada and built up amazing backyard gardens, cooked beautiful meals from scratch and then ate family style at the table with good wine and great company. Four of Toronto's top Italian chefs (Lorenzo Loseto-George; Chris Brown-The Stop, Craig Harding - Campagnolo and Elena from Noce) will prepare a locally sourced family style meal for 300 members of Toronto's vibrant and influential Italian community. The tickets are \$200.00 each.

Roz Heintzman of The Stop is looking for 3 Ontario wines: a sparkling, a red and a white. Three different wineries have the opportunity to participate by providing one of the above. They are hoping to negotiate a “buy one case...have one case donated” option. Each participating winery would receive 2 tickets to the event.

Please Contact Roz Heintzman of The Stop Community Food Centre
roz@thestop.org (416)652-1602 x 245

Ontario Wine Awards

Please see attached the results for the Ontario Wine Awards that took place on May 4th. Congratulations to all of the winning wines! The consumer sip & Savour event takes place on October 4 in Toronto.

Special congratulations to Andrzej Lipinski, Colaneri Estate Winery for Winemaker of the Year and also to Rob Power, Creekside Estate Winery for Innovation in the Vineyard.

VQA Wine Support Program update

The fiscal year ended March 31, 2012 was the 3rd year of the 5 year VQA support program on sales through the LCBO. As participants are aware, they must complete the ‘application form’ and other documentation on an annual basis.

We have been informed by MEDI that the updated application forms will be available on the MEDI website (see http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_vqa_en.jsp) shortly after the May 19-21 long weekend. Further information will be coming directly to wineries from MEDI. Consistent with previous years, MEDI’s plan is to distribute amounts owed prior to Labour Day.

RETAIL TRAINING - A Few Spots Still Available

The WCO is coordinating the front-line customer service training sessions for Winery new staff. Details and registration forms have been sent out to all wineries. Sessions will be ½ day.

Dates are:

May 16th – Niagara

May 17th – Prince Edward County

May 22nd – Niagara

May 23rd – Niagara
May 30th – Lake Erie North Shore

Google Map locations

Some of you may be aware that Google Maps sometimes is showing your winery address at the incorrect location. We have reviewed all winery locations being mapped on the WinecountryOntario.ca website and have manually updated many to illustrate your winery location in the correct (or as close to) spot on the map. Please take the time to visit the Google link below to update/correct your winery location with Google directly. Challenges are with the use of NOTL vs St David's; Lincoln vs Beamsville, Vineland, Jordan; and Concession Roads. Be sure to update your winery websites as well.

<https://accounts.google.com/ServiceLogin?service=lbc&continue=https://www.google.com/local/add%3Fservice%3Dlbc>

Tanks available for sale

Four two-year-old 5,000 L variable top tanks available for sale. If interested, please contact Lou Puglisi at lou@pondviewwinery.com.

Wine Business Monthly – Salary Survey

By participating in Wine Business's Salary Survey (deadline May 17) at the link below we will have access to the survey results from all wine regions.

<https://www.surveymonkey.com/s/WBMsalarysurveyCanada>

PR Notes – Wineries, please support our PR efforts and share the VQA economic impact and growth story!

***Download artwork on member intranet site.**

****Order finished posters (contact WCO)**

Keep the Buzz Going! \$12.29 is the economic impact of purchasing VQA wine. One of the core message for consumers is that "Buying VQA=Growing Ontario".

Key Messages:

- Buying VQA=Growing Ontario
- Your VQA wine Purchase = 12.29 for Ontario

Follow: <http://www.winecouncilofontario.ca> for the Press release and KPMG study.

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-***

write the postings. As we approach summer and more events are posted, your attention to this matter is much appreciated.