

September 19, 2011

Save the Date – 11:00am October 18th, 2011

Visit the Wine Council of Ontario's new home at The Lodge at VRIC. Mark your calendars for Vineland Research & Innovation Centre Ribbon Cutting Ceremony for "The Lodge". Enjoy delicious wine and culinary pairings while you visit our new offices. Open House from 11:00am – 1:30pm.

WCO Address

It is apparent from our incoming mail that many members have not updated their mailing records to our new address - many still use our old office address in St. Catharines. To ensure we don't miss any correspondence from you – please ensure you have updated your accounting or other mailing records for our new address: **4890 Victoria Ave North, PO Box 4000, Vineland Station, L0R 2E0.**

Opportunity

We received notice of the following opportunity through our membership in the Alliance of Ontario Food Processors:

"Managing for Success" is a business development project of Growing Forward, a federal-provincial initiative. "Managing for Success" is a confidential, one-on-one assessment that could help give your food or beverage business a competitive advantage. An experienced business advisor will work with you to help determine where you can improve your company's management practices – from strategy and leadership to marketing, sales, human resources and operations. The outcome? Tools and resources for a better managed company and a stronger food processing industry. Only 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 over \$5,000. This is a valuable opportunity for those who would like to take advantage – if you are interested, please visit www.managingforsuccess.ca or call 519-650-3741.

Research Opportunity re Water Issues

NSERC (federal fund-granting agency for science and engineering research), has an ongoing funding initiative called the 'Engage Grant' program. This program provides qualifying new partnerships between Canadian university researchers and Canadian-based companies with up to \$25,000 of support for short-term R&D projects that address company-specific problems. *No cash contribution* from the industry partner is necessary. A new program about water-related issues will be held on Sept. 22 in Guelph – the event is called a 'Industry/Researcher Connector Event, will be held with research specialists from the University of Guelph as described in the attachment to this e-blast.

Consumer Shows

Only a few spaces remain in both shows.

Wine Country Ontario will exhibit at the Ottawa Wine & Food Show and the Gourmet Food & Wine Expo. Both shows take place in November as follows:

Ottawa – November 11 - 13, 2011

Toronto – November 17 - 20, 2011

There are 2 opportunities for WINERY participation:

Pod (includes bar below) \$1000/show

Purchase individual pod for the duration of a show, each winery can sample 4 VQA wines plus one additional wine will be sold at the central bar. Proceeds from ticket redemption from the bar will be shared equally among wineries.

One winery personnel will be required to staff the pod for the duration of the show.

Bar:

For \$300 per show we will sell one wine by sample from the central bar for the duration of the show. Professional staff will be hired to pour. Proceeds from ticket redemption in the bar area will be shared equally among wineries.

To participate in consumer shows, go to the following link:

<http://www.surveymonkey.com/s/consumershow2011>

WCO Social Media campaign

Be sure to submit your winery's event to www.winesofontario.org/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.