

March 18, 2013

UPCOMING MEETINGS

- **WCO Seminar re Health & Safety, in preparation for the upcoming Ministry of Labour audits–** Pillitteri Estate Winery, March 22, 12:30 to 4:30 p.m. **(see also below)**

WINERY NEWS

- Congratulations to Jens Gemmrich, Frogpond Farm for being recognized by the Organic Council of Ontario (OCO) for his dedication to Organics
- Congratulations to Bill and Marilyn Redelmeier, Southbrook for winning a Entrepreneurial Award in Niagara

WCO HEALTH & SAFETY SEMINAR

There are still a few spaces left for the seminar to be held at Pillitteri Estate Winery on March 22, 12:30 to 4:30 p.m. It is **extremely important** that 1-2 members of your winery attend either this session (or the April 5 session), so that your winery is properly prepared for the Ministry of Labour audits which will begin on April 1 in Niagara. This seminar is being significantly sponsored by the WCO, with only a small fee of \$150 for each winery attending (either 1 or 2 attendees). If you would like to register for this Friday's session, please let Tanya or Duncan at the WCO office know immediately.

INSIGHT CONFERENCE – from March 5th, 2013 - Presentations are now available

Presentations from the Ontario Grape and Wine Insight Conference held on March 5th are accessible on the member's site: www.members.winecouncilofontario.ca/login

EXPORT and COMPETITIONS

- **Interactive Seminar about Mexico, March 27, 2013 in Toronto:** The Mexico market offers several advantages: proximity, the North American Free Trade Agreement (NAFTA) and the growing purchasing power of Mexican consumers. With Canada being Mexico's 2nd largest trading partner, there are many opportunities that the country has to offer to interested companies. Agriculture and Agri-Food Canada and the Canadian Food Exporters Association invite you to an information day on this market that will include Seminars: Mexican Trade Commissioners, a Mexican importer and other specialists will give presentations on this evolving market, its regulatory aspects, good business practices and winning marketing strategies to succeed in this market. All guest speakers will be available in the afternoon for one-on-one meetings, to answer your questions and discuss business opportunities. You are encouraged to bring samples of your products with you to the meetings.

Learn more about this program at <http://www.cfea.com/events/MexicoInvitation.pdf> and to register download the PDF form at <http://www.cfea.com/events/MexicoRegistrationForm.pdf>

- **SIAL Canada at the Direct Energy Centre in Toronto from April 30-May 2, 2013.**
SIAL is the only show in Canada that brings together so many products from around the world, attracting buyers who are increasingly seeking out products that meet the demands of their diverse and multi-ethnic clientele. Qualified buyers from distribution, retail and foodservice will be in attendance. SIAL Canada came to Toronto for the first time in 2011. The top ten Canadian retailers that were represented at the show sent a combined team of over 400 buyers! Loblaw sent over 150 buyers and Sobeys over 100. Other Canadian retailers represented were: Metro, T&T Supermarkets, Walmart Canada, Longos, Costco, Whole Foods and No Frills. Close to 500 buyers were represented from US retail chains. Buyers were represented from the following retailers: Meijer, HEB, Harbortown Market, Panoply, Safeway, Supervalu, Wegmans, Target and Haddon House. With the show's return to Toronto for 2013, SIAL organizers are expecting another fantastic group of Canadian and US buyers to be at the show! For this year they've organized a new partnership with the National Grocers Association (US) which will result in a whole new group of buyers visiting the event. To drive still further export opportunities, OMAFRA, Ontario Food Export and the Quebec government will be hosting over 50 US and international buyers at SIAL Canada. Canadian exhibitors at SIAL Canada will have exclusive access to one-on-one meetings with these buyers. To date, buyers have been confirmed from such US retailers/brokers as HEB, Fairway Markets, Atlanta, Delhaize, Safeway and Wegmans. Mexican retailer/importers Commercial Hispana and Gourmet Selections have also confirmed along with UK distributor/importer Chef in a Box and Baker Bennett. Products of interest include bakery, deli, frozen prepared, beverages, confectionery and shelf stable grocery products. **Only a few spots left, don't miss out on the opportunity to meet one-on-one with the 50+ hosted international buyers.**

To learn more about this event please go to:
<http://www.cfea.com/events/sialcanada2013invite.aspx>.

Or to register please complete the registration online at:
<https://www.cfea.com/events/sialcanada2013form.aspx>.

- **Competition Consolidations:**
The next consolidation will be for Ontario Wine Awards and will take place the week of **March 25-29**. The consolidation form is attached.

Consult the website for more information www.ontariowineawards.ca

MARKETING

- **Wine Country Ontario Travel Guides 2012 edition –**
 - We still have copies of the 2012 Guides available for your wineries. The new guides will not be released until the middle of May, so please order and use the 2012 copies until that time.

- **NIAGARA Wineries**

- Encourage your staff to Become a Niagara Ambassador
 - The Tourism Partnership of Niagara is proud to present “Welcome to Niagara”, a web-based learning program that helps build service pride and love for our destination. We encourage everyone to become a Niagara Ambassador – the sixty (60) minute course is offered at **no cost** to participants.
 - **See attached poster for all details.** This can be printed and posted in your staff room and/or circulated to your staff.

- **Green Living Show**

The Ontario Culinary Tourism Alliance is creating an Ontario Culinary Adventure Pavilion at The Green Living Show, Canada’s largest consumer show dedicated to all things green: a pre-eminent, far-reaching environmental event that attracts enthusiastic, green-minded Canadians. The show is at the **Direct Energy Centre, Exhibition Place, Toronto, on April 12-14, 2013.**

The Culinary Adventure

The professionally landscaped Ontario Culinary Adventure Pavilion will take consumers on a tour of the ‘tastes’ of our province traveling from Ontario’s South Coast, north east to Ottawa and many destinations in between. Participating destinations will be provided with a fully equipped presentation space that will allow them to showcase a producer, a chef, a winery/brewery or distiller and a destination-marketing representative. The entire area will encompass over 7,000 square feet at the Green Living Show. Individual companies can also participate.

Consumers will create their own Ontario picnic, purchasing \$1 sampling tickets that can be redeemed at your station inside the Ontario Culinary Adventure Pavilion. The 2013 Ontario Culinary Adventure Guide will be distributed over the duration of the show to inspire consumers to book their next vacation to a delicious destination.

More details on participating can be found at
<http://www.greenlivingonline.com/torontoshow>.

If you have any questions, please contact Linda at the WCO office or OCTA directly.

- **Good Food & Drink Festival**

The 2013 Good Food & Drink Festival is offering local (Ontario Wineries) only a **50% reduction on booth space for a 90/10 ticket split or a 50/50 ticket split with free booth space for this year only.** Thousands of sampling tickets that have already been purchased on-line as well as the majority of the tickets purchased thus far have been couples packages.

Attached is information on the **Good Food & Drink Festival at the Direct Energy Centre, Exhibition Place, Toronto, on April 5-7, 2013.**

The Good Food & Drink Festival provides an excellent opportunity for exhibitors to sample, sell and showcase their products to over 22,000 qualified consumers.

Meeting customers face to face allows you to connect with the purchaser first hand and educate them about your products.

For the consumer, the show offers an exciting environment with hundreds of options to heighten all of their senses, from great tasting foods and beverages to sample and purchase to watching cooking demonstrations by celebrity chefs to experiencing ethnic foods and culinary travel.

Some of the 2013 Features include:

- Eat Street Food Truck Feature, 8 of Toronto's Hottest Food Trucks
- Cheesewerks Experience
- Gourmet Grilled Cheese Contest
- 19+ Wine Experience
- Culinary Travel Area
- Wine seminars in our Schott Zwiesel tasting room
- Celebrity appearances by Anna Olsen and James Cunningham of "Eat Street"

The Good Food & Drink Festival has a proven track record as a well-established and anticipated event. Quality programming and extensive marketing ensure the Festival delivers a large, targeted audience.

Niagara Food & Wine Expo

Niagara Food & Wine Expo returns to the Scotiabank Convention Centre for its third year. Be part of the excitement, sample your wines and promote your winery to thousands of visitors from April 26-28. The event features incredible Niagara wines, beers and spirits alongside international selections and the region's best restaurants. We encourage our attendees to visit wineries by distributing the Wine Country Ontario Travel Guides. We are also happy to distribute complimentary tasting or tour passes to our guests to promote your winery as well at no cost. Please contact Jennifer Campbell at 1-866-414-0454 ext 309 or Jennifer.campbell@sunmedia.ca for more information.

PR & COMMUNICATION UPDATES & OPPORTUNITIES

- **Michael Pinkus – Call for Sparkling wines**
 - Michael is doing an article for Tidings Magazine about Canadian sparkling wine and is requesting some samples from wineries. Please submit samples **DIRECTLY** to Michael at the following address by March 22nd, 2013.
 - Email: michael@ontariowinereview.com
 - Michael Pinkus
53 Burness Drive
St. Catharines, Ontario
L2P 1J4
 - Phone: 905-682-1527
- **Wine Align Launches Two New Competitions in Canada.**

- Please see the attached press release for full details. The “Nationals” judging will take place in June and will take place in Niagara. Wine Country Ontario will be the primary host working to showcase Niagara to the judges/media during their time here. Wineries should make note of these new awards as entries will be open on April 1st, 2013.

Recent Articles:

- <http://eastcoastwineries.blogspot.ca/2013/03/niagara-wine-trail-oh-canada.html?m=1>
- Rick VanSickle's piece includes his review of the new format: <http://winesinniagara.com/2013/03/the-wines-of-cuvee-2013-a-good-representation-of-the-best-of-what-ontario-does-in-vqa-wines/>
- Mike Lowe's post on the food at Cuvée: <http://winesinniagara.com/2013/03/a-grand-tasting-with-the-chefs-of-cuvee-2013-at-the-fallsview-casino-in-niagara-falls/>
- Cogeco's The Source event summary: <http://www.tvcogeco.com/niagara/gallery/the-source/6089-march-source-stories/70242-25th-cuvee-gala>
- Niagara Falls Review : <http://www.niagarafallsreview.ca/2013/03/01/a-toast-to-niagara-wines-at-cuvee>
- St. Catharines Standard: <http://www.stcatharinesstandard.ca/2013/03/01/a-toast-to-niagara-wines-at-cuvee>
- Welland Tribune: <http://www.wellandtribune.ca/2013/03/01/a-toast-to-niagara-wines-at-cuvee>