



Wine
Country
Ontario™

Town Hall Meeting

January 26, 2012



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Advertising Campaign

Program Highlights:

- 128 - 10' x 20' billboards – Toronto GTA (3 executions)
- 3 - Digital Billboards on the Gardiner Expressway
- 120 - Bus Shelter ads in Toronto, Ottawa and London (3 executions)
- 1 – Food & Drink ad in the autumn issue with contest
- Campaign in market from August to October



**DRINK IT
ALL IN**

WINECOUNTRYONTARIO.CA



Wine
Country
Ontario™



Bus Shelter Ads





Campaign Results

DRINK IT ALL IN.

Label this the ultimate getaway. Wine Country Ontario indulges more than a love of fine wine. Experience the charms of local shops, innovative menus, rejuvenating spas and hiking and biking trails that breathe in these regions' unique landscapes. Explore Lake Erie North Shore, Pelee Island, the Niagara Peninsula and Prince Edward County now at winecountryontario.ca.

 Wine Country Ontario

 **SCAN FOR YOUR CHANCE TO WIN a design-your-own weekend for two in wine country or visit explore.winecountryontario.ca**

No purchase necessary. Contest closes October 31, 2011. Must be 18 years of age or older and a resident of Ontario. Odds of winning depend on number of contest entries. A skill-testing question will be required. For complete contest rules and regulations visit explore.winecountryontario.ca



 

- 22% recall seeing the ads (industry norms 5-15%)
- Aided awareness was 59%
- Almost 100% had a favourable impression
- Immediate impact on consumers; over 75% said they are more likely to visit wine country than those who did not see the campaign
- Comprehension was high



Social Media

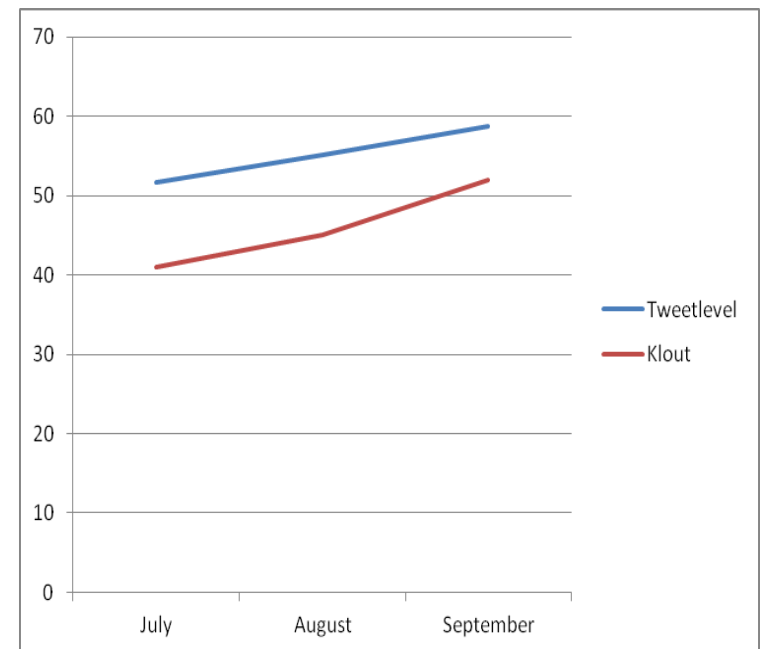
Program Highlights:

- Social Media Assets:
 - Daily updates on Twitter - winecountryont
 - Daily Facebook updates
 - Monthly Blog –focus on regional experiences
 - Continual growth in fan base.
- New Member Social Media Took Kit: 
 - Ready to Distribute: Tips to help you get started, improve your success, leverage Wine Country Ontario assets, tips on how consumers are using the tools and what's new and how to effectively use these tools.
- Additional Activities: 
 - Surprise and Delight themes; to engage consumers
 - Trivia contest to win a weekend at the Icewine Festival -100 new fans in 2 days
 - Facebook app to share and download greeting cards from wine country



Program Results:

- Followers on Twitter and Facebook continue to grow along with the volume of conversations.
- Facebook followers to date: 2044
- Twitter followers to date: 3847
- The blog is getting about 300-400 clicks per month
- Tweetlevel (real reach): 54%





Website Refresh

Program Highlights:

New website launched on Dec. 7.

- New look
- Improved user experience
- Improved navigation
- Improved trip planner
- Media Centre
- New sections that include:
 - What's New
 - Meet the Experts
 - Links to Thing we Like
 - Visiting Wine Country tips
 - Where to Buy





VinoVisit

What is it:

- A consumer database system that can collect and manage consumer information.
- It is an easy to use reservation booking system for consumers to book special events, wine club member activities, tours and tastings.
- You chose what is offered.
- Can be year round or seasonal.
- Secure system to collect credit card data option.
- It was developed by VinoVisit and Napa Valley wineries.
- It has been in the market for over 4 years with great results.
- Is being used and endorsed by small boutique to large wineries.
- A widget would be installed on the Wine Country Ontario site, your winery page and on your website. Can be added to your newsletter and wine club correspondence.



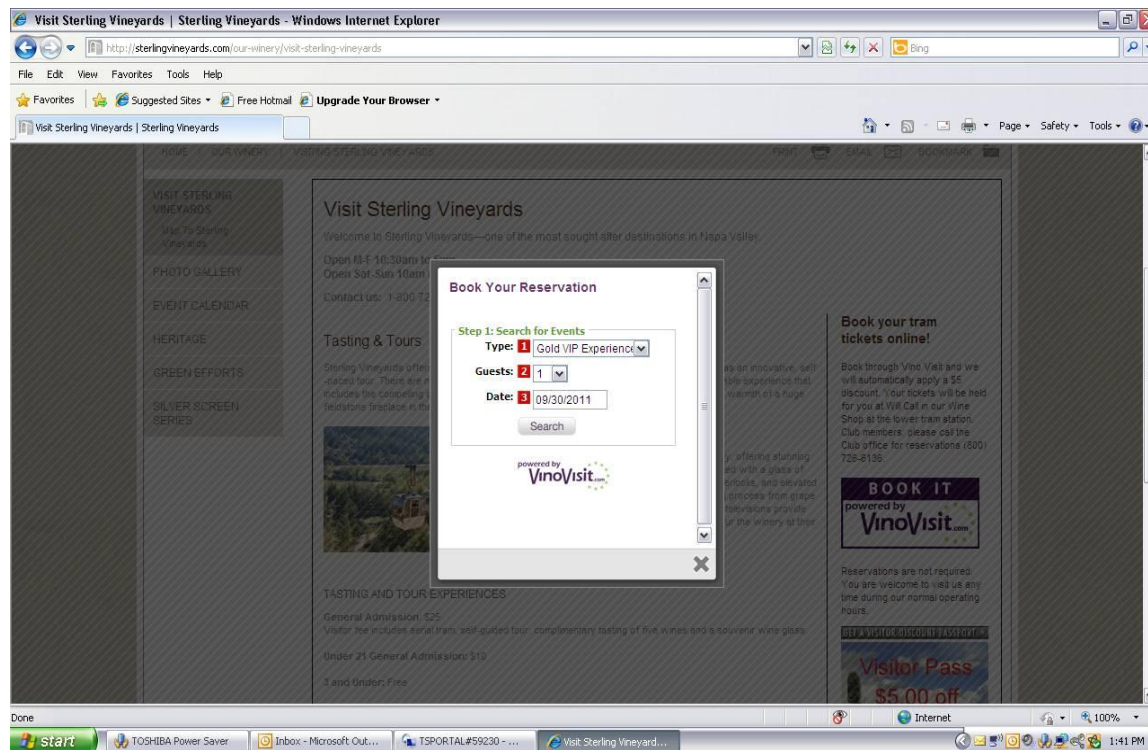
VinoVisit

Using VinoVisit:

- Step 1:



- Step 2:





Vino Visit

Using Vino Visit:

- Step 3: Completing the transaction and inputting credit card information (Optional).
- Step 4: Guest receives an email confirmation of the booking.

Winery Endorsements:

- *“We’ve been looking for a better way to capture our visitors’ contact information: it needed to be non-intrusive, automated and able to integrate with our other systems. We found that with VinoVisit.”*

Michael McKinley, Artesa Vineyards

We chose the industry leader, VinoVisit, because it’s easy for our tasting room staff to use and is fully integrated with our ecommerce provider, eWinery Solutions.

Angelica de Vere, Constellation Wines US Group Director



VinoVisit

- "It's rare to be presented with a program that is both customer-centric and easy to use in the back-end. The VinoVisit tool will allow our customers to seamlessly plan and book tours and tastings at times convenient to them (from three different sites: Winery Site, WCO and VinoVisit.com), in addition to providing us with a consolidated, dynamic hospitality management tool that possesses the ability to capture detailed customer data that is essential for post-visit marketing and sales efforts"

~Jillian Nero, Flat Rock Cellars



Vino Visit

Next Steps:

1. A free no obligation webinar with VinoVisit
2. Find out how many wineries will participate
3. The fees for wineries will be a minimum annual fee and transaction fee.
4. The WCO will cover set-up and installation.
5. The more wineries that participate the better.



Experiential Tasting Program

Program Highlights:

To bring engaging, meaningful tasting experiences to wine consumers in places where they will be open and receptive. But not expected.

Results:

- First execution Christmas Market at the Distillery District – event ran for 3 weekends in December with over 110,000 visitors
 - 3 staff; 2 sampling and 1 Sommelier
 - Welcoming booth with fireplace, blankets, photos and signage





Program Highlights





Program Highlights





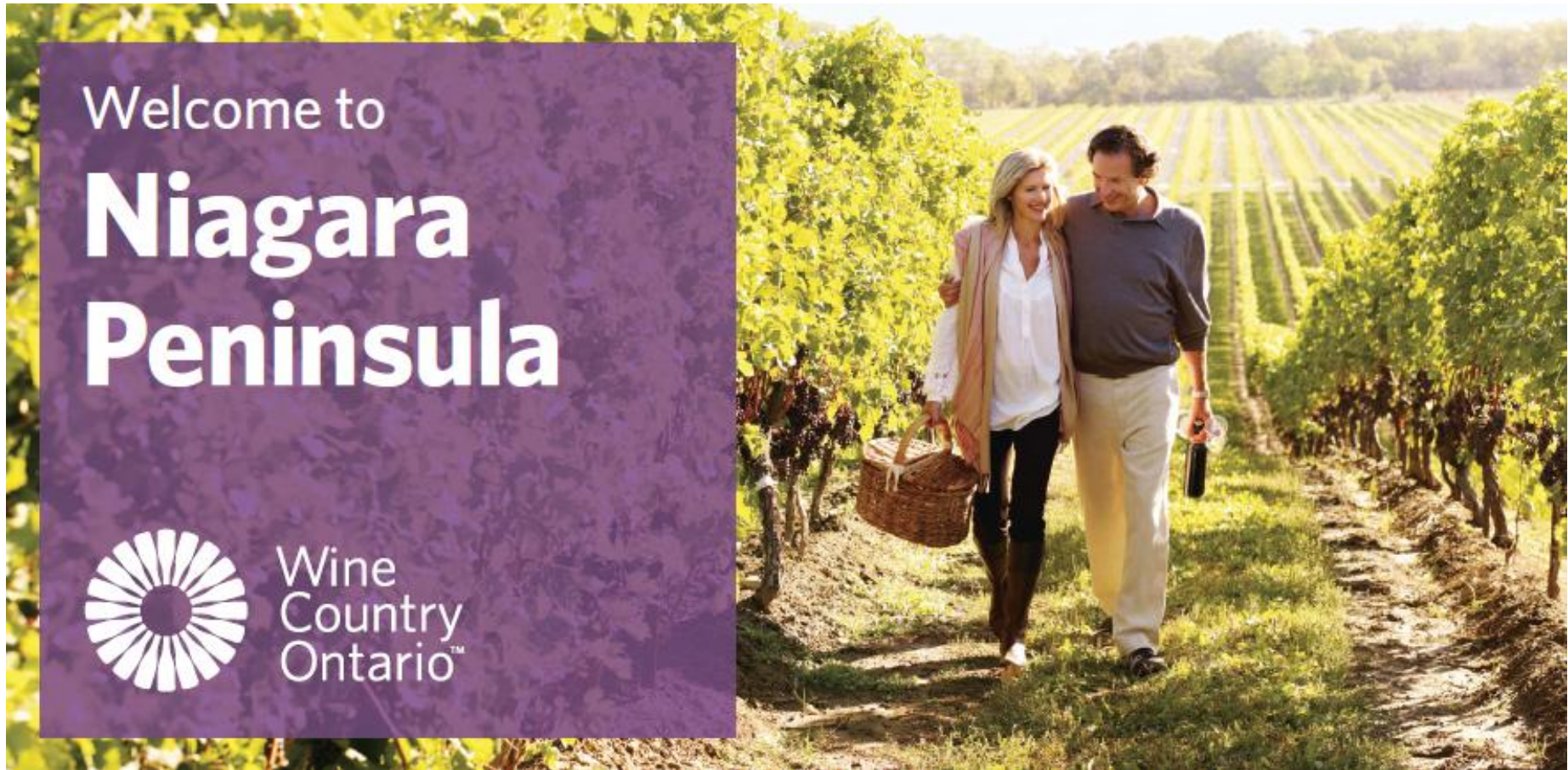
Program Results

- 14,000 Consumers visited our booth
- 19,500 samples
- 1442 in depth conversations with then Sommelier
- Reached 96% of our entire program objective with 1 venue





Area Profile Signs



•3 in Niagara – Installation Spring 2012



Retail Training – Advanced Level

Mark your calendars – 2 Sessions March 7 & 8

Focus: Coaching and Performance Management Session

Workshop Goals: This full day workshop is designed to provide the supervisors and owners of wineries with the skills and techniques necessary to motivate and encourage their employees to continually demonstrate the behaviours that were introduced in the *Customer Service Program* sessions held Nov/Dec. This workshop will encourage supervisors and owners to take on a strong leadership role when it comes to championing Wine Country Ontario's focus on customer service and will be essential in ensuring that these expectations are retained by all employees.

Registration forms sent out this week.

Upcoming: Goal for Customer Service Training for new hires in May 2012
(TBC)



Taste Ontario

Program Highlights:

- Ottawa event planned for Feb. 6 2012 at National Gallery
- 48 wineries in the trade and media tasting
- 34 wineries in the consumer event
- Expect to sell 400 consumer tickets
- Expect 250 trade and media to attend



VINTAGES PRESENTS

TASTE OTTAWA ONTARIO!

Celebrate our signature wines at this highly anticipated event.

February 6, 2012
National Gallery of Canada
380 Sussex Drive, Ottawa
6:30 pm - 9:00 pm
\$55 per person

Order your tickets today
Call 416-365-5767 or 1-800-266-4764
Monday to Friday 8:30 am to 6:00 pm
Saturday 9:00 am to 6:00 pm (excluding holidays)
vintages.com/tasteontario

Wines poured at this event will be measured and some wines may run out. Due to printing lead time, we cannot guarantee tickets will be available. All ticket sales are final.

in partnership with





Tasting Program

Program Highlights

- 1 opportunity remaining in this budget
 - Easter 2012
- Deadline for booking through LCBO system is January 30th.
- **NEW** – the subsidy will be available for in-store tastings whether conducted by 3rd party tasting company **OR** by winery sales staff. The subsidy to participants will be set at \$125 per tasting.

Results

- Will be monitoring conversion to sales





Interprovincial Activities

Manitoba Highlights

- Wines of BC and Wine Country Ontario will be the theme region of 2012 Winnipeg Wine Festival (May)
- 21 wineries from Ontario and 11 BC
- VQA kick-off event planned
- Separate theme region tasting area
- Feature in Flavours
- Feb. 6 deadline for wineries to send wines for the gala dinner





Public Relations

Recent Articles

BOTTOMS UP 

Frozen nectar of the gods

HAPPY NEW YEAR one and all! I trust the holidays were great and you managed to sip a glass or two of some interesting vino.

Now that winter is officially upon us, my thoughts turn to icewine. This fascinating nectar of the gods is created from grapes that are naturally frozen on the vine in the dead of winter, picked by hand and crushed outside. Extremely labour-intensive, it is Ontario's claim to fame on the vinous world stage.

We all know that icewine is sweet and rich, but the key to what makes a good one is the balancing acidity (sourness). Without enough of the sour component to counterbalance the rich sweetness, the wine is simply cloying. Ontario icewine certainly doesn't lack in acid as we consistently have enough sub-zero temperatures to provide it.

As it is extremely sweet, most folks consider icewine a dessert or a match to sweet delectables. Straight up, after a meal, it's fabulous. Because icewine is abundant in tropical fruit notes, it's especially good matched with fruit-based desserts such as pies, tarts, flans and tarts. Pour some over fresh fruit cocktail, let it sit for a while and then indulge. Yummy! Drizzled over ice cream, it's nirvana. With cookies and cakes, it sings. It's one of the few wines that even holds up to chocolate. Older icewines, as they oxidize, become caramel-like with dried fruit and toffee nuances, so caramel-based flavours in dishes meld nicely. Just

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remember when matching icewine to dessert that the wine must be overall as sweet or preferably sweeter than the dish.

As great as it is with dessert, it's actually much more versatile. Surprisingly, icewine works well with savoury dishes (salty, herbaceous or rich, not sweet). So examples like chicken liver paté with an onion marmalade on toast; a mixed endive salad with cranberry and blue cheese; and a chicory salad with candied salmon and French beans with a bacon and almond dressing are quite delightful with it. Try it with veiny, stinky cheese alone for a real taste sensation. The cheese will taste less salty and the wine less sweet, resulting in a third ethereal flavour that's simply to die for.

Another food style it meshes well with is spicy or exotic cuisine. Somehow, the sweetness of the wine tames the heat, and as icewine often possesses exotic fruit notes, it pulls together with exotic flavours in food.

So icewine makes an admirable partner to such selections as confit duck with mostarda (Italian condiment made of

candied fruit and a mustard flavoured syrup) with curried squash puree, cabbage leaves and roast onions; slow cooked pork shoulder with chili apple braised radish and spiced apple celery salad; and seared scallop with chili butter honey glaze with chestnuts and carrot puree. Check it out with Thai, Indian, Hakka Chinese and Mexican dishes for some wild flavour compatibility. One of the best ways in general to ensure that wine and food mesh is to use some of the wine that you are going to sip with the dish in the food preparation, thus pulling flavours together. In most cases, wine is reduced through cooking, eliminating alcohol and adding just a touch of its character. As icewine is low in alcohol, many chefs, however, try to add it somewhere along the food prep line so it isn't cooked out.

As surprisingly versatile as icewine is, there is one major drawback. One does not usually consume more than a small glass of it at any one time, like one would when sipping a dry red or white with a meal. It's simply too sweet and rich. So if you are planning on showcasing icewine's versatility and food-friendliness, very small taste portions of both wine and food are preferable. Remember, the key here is to demonstrate wine/food compatibility, not send folks into sugar/cholesterol shock. Try some of these suggestions or something similar and shed some new light on this iconic Canadian wine's versatility. Enjoy!

BEACH METRO NEWS JAN. 10/2012

MATT KRAMER

My Wines of the Year

Whenever I'm asked about why wine grips me so, my answer is always the same: wait to read the next installment or, better yet, seek out the sender.

Sometimes you taste a wine that is so extraordinary, so compellingly different that you are driven to seek its source. That's what all of my Wines of the Year have in common: I found that I had to literally go and see (and talk) of and taste) their origins, from Canada to Hungary to Australia.

2008 Norman Hardie Prince Edward County Chardonnay—I've now visited Ontario's wine producers several times since the early 1990s. On my visit this year, I made a specific foray to what is arguably Ontario's least-known and most extreme locale, Prince Edward County, which lies on the north-eastern shore of Lake Ontario.

There, the climate is even cooler than the already cool mainstream Niagara Peninsula zone. And the soil has even more limestone than elsewhere in Ontario. It's like discovering that Chablis had a long-lost brother who emigrated to Canada and was never heard from again until now.

The wine that impelled me to take the wine country road less traveled came from Norman Hardie winery, a small, eponymous estate founded in the early '90s. The Chardonnays emerging from Hardie's small vineyard in Prince Edward County (he also buys grapes from the Niagara Peninsula area two hours away) are laser-etched with acidity, minerality and the sort of originality that we all once thought only Burgundy could deliver.

Indeed, Hardie's 2008 Prince Edward County Chardonnay is so original that the local Vintners Quality Alliance resisted giving the wine its imprimatur—even though Hardie sits on the association's board. (Eventually they came around.) They thought it was flawed. Big mistake. This is a truly great Chardonnay of compelling character. And it's no flake: the 2009 is very nearly as good.

2009 Zoltan Demeter Tokaji Veres Dry Furmint—Zoltan



Demeter is a small producer whose Tokaji wines—dry and sweet—are creating an outside reputation. Demeter's 2009 dry Furmint, designated Veres, is nothing less than spectacular. Dense, vibrant, with a whiff of apricot and what might be called a luscious severity, it is completely dry, with an unusually long, lingering finish.

Worth noting is that in 2009, Demeter used no barrel-fermentation or oak-aging on this wine (he had in previous vintages), resulting in a greater clarity of flavor with none of the astringency that marred previous versions. In a similar pursuit of flavor purity, starting in 2009 Demeter uses only glass closures for all of his single-vineyard wines.

Regrettably, not much of this truly singular wine is made, as it comes from a 2.5-acre vineyard with a yield in 2009 of just 12 hectoliters per hectare, or less than a ton of grapes to the acre. But Demeter's wines are exported, and they signal just how triumphant are the quality transformations in Tokaji today.

2010 Mount Horrocks Watervale Riesling—Australia's Clare Valley is a remarkable zone in that it creates not only some of the world's finest dry Rieslings—for which it has some fame—but also some superb red wines, notably Shiraz and Cabernet Sauvignon.

This past year I drove from Melbourne specifically to visit Clare Valley (it was a two-day drive) to better understand the wines and place distinctions to the better. For example, with the Rieslings you often see two place names: Watervale and Polish Hill. They are equally good, but different. Watervale Rieslings are a tad richer and more flavor-resonant; Polish Hill Rieslings are seemingly more refined, with a mineral-tinged delicacy absent in Watervale. Soil differences are the likely cause.

Owner/winemaker Stephanie Toolle's Mount Horrocks winery is the flag-bearer of Watervale Riesling. Initially, the Polish Hill Rieslings are championed and epitomized by Crossett winery, which is owned by Toolle's longtime companion, Jeffrey Crossett. They make their wines in the same winery facility, but separately. Which is the better? Neither, really. They're both superb wines. But I prefer the greater lime-tinged (relative) lushness of Mount Horrocks Watervale. By the way, I also loved Mount Horrocks' elegant and refined 2008 Cabernet Sauvignon.

Matt Kramer has contributed to Wine Spectator regularly since 1985.

WINESPECTATOR.COM
Don't miss Matt Kramer's web-exclusive essays and lively online discussions at www.winespectator.com/kramer. (Only members may post comments, but all visitors may read them.)

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Public Relations - Icewine Festival Fams

Come out of the cold for Niagara Icewine

<http://life.nationalpost.com/2012/01/16/come-out-of-the-cold-for-niagara-icewine/>

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