

July 4, 2011

Relief from Wine Tax on Promotional Wine

As you know, in the 2011 budget, the Ontario government proposed amending the *Alcohol and Gaming Regulation and Public Protection Act*, 1996 to introduce an annual exemption for wine distributed without charge in order to complement the marketing initiatives of the Ontario Wine Strategy.

That amendment came into force last month. It allows Ontario wineries to distribute, free of charge and for promotional purposes, a maximum of 10,000 litres of product annually free of tax. Regulation has now been filed under the act to outline the record-keeping requirements for those claiming the exemption for promotional distribution. The updated regulation has just been posted online (see section 18.1(5)):

<http://www.search.e-laws.gov.on.ca/en/isysquery/e791ef96-5235-4a9f-a638-d6d4c710afbd/2/doc/?search=browseStatutes&context=#hit1>

The 'new' forms will be distributed for your next reporting cycle. If you have any questions, please contact D. Gibson (ext. 222) at the WCO office.

Ontario Vineyard Improvement Program

As announced last week, the OVIP is an \$11 million program over 4 years (the four fiscal years ending March 31, 2015). It is an application-based, cost-share (35% contribution by government) program designed to support the 2009 Ontario Grape and Wine Industry Strategy in support of VQA wines.

In order to be eligible for funding, growers must have marketed processing grapes or late harvest juice in the past two years, and hold:

- a farm business registration number
- a Grape Growers of Ontario number
- a validated Premises Identification number

The program is retroactive to April 1, 2011 (i.e. eligible expenses/investments after April 1, 2011 do qualify) may apply for OVIP cost-share funding. The program will begin accepting applications for the first intake starting August 2nd, 2011. A second intake will be held in December 2011 for the second year of funding.

A more detailed summary of the program appears at:

<http://www.omafra.gov.on.ca/english/rural/ovip/index.htm>

Full guidelines for the program can be seen at:

http://www.omafra.gov.on.ca/english/rural/ovip/ovip_guidelines.pdf

The application form for the program can be found at:

http://www.omafra.gov.on.ca/english/rural/ovip/application_form.doc

If you have any general questions on the program, please contact D. Gibson (ext. 222) at the WCO office.

New WCO Associate Member

The WCO welcomes Reimer Vineyards in Niagara-on-the-Lake as an Associate Member. Art and Susan Reimer have been grape growers for many years, expanded to include winemaking, and opened their winery retail store in 2010. Welcome to the WCO!

The addition of Reimer Vineyards brings the total WCO membership to 85 winery properties.

Competitions

Intervin

Enter online now at: intervin.ca The 2011 InterVin Wine Awards competition takes place August 15-18 at White Oaks Resort & Spa in Niagara-on-the-Lake. The timing has been adjusted to reflect the earlier publication of the results in a special edition of VINES Magazine, which will be released in late October. Online entries for this year's competition close July 29. Submissions can be registered now intervin.ca.

Icewine du Monde – First Annual Competition in Czech Republic – September 2-3 **World ice and straw wine day**

Evaluation of competing wines: 2nd - 3rd September 2011

The international wine contest Icewine du Monde aims at high professional level of performing the evaluation and comparison of ice and straw wines from different countries from all over the world.

Czech Tourism Centre - Czech Tourism Vinohradská 46, P.O. Box 32, CZ-120 41 Praha 2

In cooperation with:

- National Agriculture and Food Inspection Authority (Státní zemědělská a potravinářská inspekce)
- Tourism Centre of South Moravia region, s.z.p.o.,
- South Moravian Regional Council,
- Municipality of Lednice,
- Town Hall of Valtice,
- Fund for winegrowing,
- Secondary School for Winegrowing in Valtice,
- National Winegrowing Centre, o.p.s.,
- National Heritage Institute,

The competition is intended for:

- **Icewine** (made from wine grapes that were harvested at the temperatures of minus 7 °C or lower and they remained frozen during the harvest and processing)
- **straw wines** (made from wine grapes that were stored before being processed, e.g. they were stored on straw or reed or hung in a ventilated area for the period of at least 3 months).

Registered wines must comply with this status conditions and they should be made in accordance with the wine-growing legislation in the country of the particular wine's origin. By registration of the wine in this competition, the applicant expresses his/her agreement with respecting the conditions of this statute.

The sample of the registered wine must come from a complete batch of at least 100 litres amount.

<http://www.icewine-du-monde.com/index.php?art=33>

If there is enough interest in entering this competition, a consolidation will take place. Please email linda.watts@winesofontario.org if you are planning to submit entries.

Canadian Wine Awards

Please see the attached memo regarding the consolidation for the Canadian Wine Awards.

Wine Country Ontario Taste Ontario! Trade and Media Tasting

In partnership with Vintages and the consumer taste and buy event, Wine Country Ontario is organizing the media and trade tasting in the afternoon. All Ontario wineries are invited to participate.

Vintages has already invited 35 wineries to participate in the Consumer Tasting.

The Event: Taste Ontario! Trade and Media Tasting

Date: Monday, September 19, 2011

Time: 1:00pm – 4:00pm

Location: The Ritz-Carlton Hotel, 181 Wellington Street West, Toronto ***NEW VENUE***

Expected Attendance: 400 trade and media

Organizer: Wine Country Ontario and Vintages

What WCO expects from participating wineries:

- The attendance of the winery's principals and winemakers will enhance the tasting experience for the winery, media and members of the trade
- Wineries will provide a list of the wines that they will be pouring by Monday, July 18, 2011, this information will be included in the tasting booklet and on signs behind your

station. For the media and licensee tasting, each winery can have and pour 4 wines per table at one time. Wineries are encouraged to bring their best wines, library wines (of particular interest to licensees and media) as well as come prepared to take orders.

- Provide a list of restaurant contacts to include the restaurant name, the owner/wine buyer name, full address and postal code and telephone number. Although we make every attempt to maintain an up to date list of licensees it is challenging. Since most of you either have a sales force or have an agency selling your wine it gives you access to this information. Please submit to linda.watts@winesofontario.org
- Please help us to promote the event by listing it on your trade websites and through your sales team, etc. – electronic and printed invitations will be available soon
- Participation Cost: \$200.00 plus HST (\$226.00)

What the WCO will do:

- Space will be allocated on a first come, first served basis, based on the date that we receive registration.
- WCO organizers will determine the layout of the tables at the Ritz-Carlton and the tables will be organized alphabetically by winery name and appellations.
- Table linens, Ice, glassware and spittoons will be provided
- Design, print and distribute invitations to trade and media
- Design, print Winery Signs/Wine Signs
- Design and print Appellation Signs
- Venue décor
- Hors d'oeuvres/water/coffee
- Consolidation of wines to and from venue

Complete the registration online at this link by Monday, July 18:

<http://www.surveymonkey.com/s/torontotradeandmedia2011>

If you have any questions or require more information please don't hesitate to contact me at linda.watts@winesofontario.org or call 905-562-8070 Ext. 223

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.