

March 25, 2013

UPCOMING MEETINGS

- **WCO Seminar re Health & Safety, in preparation for the upcoming Ministry of Labour audits** – Rittenhouse Hall, Vineland Research Centre (VRIC), April 5, 9:00 a.m. to 1:00 p.m. **(see also below)**

WCO HEALTH & SAFETY SEMINAR

The first of 2 seminars was held this past Friday - there are still 8 spaces left for the remaining seminar to be held at VRIC. It is **extremely** important that 1-2 members of your winery attend either of these sessions so that your winery is properly prepared for the Ministry of Labour audits which will begin on April 1 in Niagara. These seminars are 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 attend the April 5 session, please let Tanya or Duncan at the WCO office know immediately.

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 - 28**.

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**

- White Oaks' Concierge has asked for wineries to send them events and special tastings or activities at their wineries. This is great they have asked for this information – we have also directed him to the winecountryontario.ca website to see all events as a resource.
- When submitting to White Oaks, please follow the guidelines below:
 - Submit via email (email to concierge@whiteoaksresort.com)
 - Include events for the upcoming Month (formatted for a Monday-Sunday week. Eg. Week of March 25 - 31st; Week of April 1 – 7th)
 - Provide a short description of the event – any costs, special times etc

- Provide your contact information if the Concierge's have any questions to assist their guests.

CONSUMER SHOWS

- **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.

Attached is a special offer for Ontario Wineries. 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.

Sip & Savour Ontario Event - June 19, 2013- Winery Registration

Welcome to this year's winery registration (**PART ONE**) for the annual **Sip & Savour Ontario Consumer Event**, in support of Houselink, being held on **June 19, 2013**.

Location & Timing - Wednesday, June 19, 2013

The Distillery Historic District
Fermenting Cellar
55 Mill Street, Toronto
VIP Hour: 6:30pm to 7:30pm
Consumer Event: 7:30pm to 10:00pm

Registration – Deadline is Tuesday, April 30

**** PLEASE READ ALL ONLINE INSTRUCTIONS AND REVIEW YOUR INFORMATION BEFORE SUBMITTING YOUR FORM**

Participation forms are required to be completed on-line. Please click on the following link, or cut and paste it into your browser to complete your registration:

<http://www.surveymonkey.com/s/2013RegistrationPartOne>

Participation Fee – Same price for members and non-members of Wine Council of Ontario

\$495.00, plus HST - includes turn-key operation. Wineries will be required to provide sufficient staff to work their table.

Maximum Number of Wineries & Eligibility

This program is open to all Ontario VQA wineries who entered wines into the 2013 Ontario Wine Awards competition and only VQA wines can be poured (maximum of four). Please note that **30 wineries** is the maximum number we can accommodate. Space will be allocated on a first-come first-serve basis, so please submit your participation form as soon as possible to hold your spot. When your form is received online, a notice of participation, along with an invoice, will be sent to you by email within a few days. **NOTE: Payment is due upon receipt and must be received by April 30 to guarantee your participation.**

Contact, Sandy Kurbis, The Forefront Communications Network Inc.
Tel: 416-398-3335 Ext. 2#, sandy@forefrontcom.com

6th Annual Café Taste Summer Ontario Wine Fair

caféTaste: Events will again be hosting a day where Ontario wineries can market and pour wines for customers who have a demonstrated interest in local wines. There is no fee to the wineries to showcase your wines. Instead, each winery will be paid a \$50.00 honourarium upon arrival to present your wines: this is about getting exposure for local producers! Please note we will also feed your staff during their shift.

We have moved around the corner to another venue, and though this new space is much larger, as always, space is finite so wineries will be chosen on a first come, first

registered basis, with priority going to wineries who we were unable to accommodate during last year's fair.

A fantastic logistical consideration of the new space, is as this years' venue is larger, there will only be a single tasting window (making for a much shorter day for all of us).

Late lunch/dinner will be served for the winery staff upon your arrival for the evening's festivities.

Each guest is provided a program of the wines presented and are asked to vote on their favorite, which be presented as the People's Choice Awards

We will be providing cheese tables featuring dozens of Ontario cheeses and charcuterie to pair with the wines poured.

Each winery should bring own marketing/sales material and order forms to give guests opportunity to purchase wines.

To summarize:

- 1) The date is SATURDAY June 29th, at Pia Boumans Studio, 6 Noble Street, Toronto **(NOT our previous location)** and goes from 5:00PM till 10:00PM.
- 2) Each winery will receive a \$50.00 honourarium for presenting their wines.
- 3) Each winery will have a table, signage, linen, glassware, ice & spit-bucket provided. ****NOTE:** though we provide ice, your own container needs to be supplied by you.
- 4) Each winery provides staff to speak about the wines and can pour whatever they wish (we suggest at least 1 white and 1 red, but you are free to bring whatever you wish).
- 5) Wine reps are asked to arrive at 4 PM to set-up. Doors open at 5PM promptly. Dinner will be served to your rep as they arrive.
- 6) All programs, printing, signage, ice, manning the door/floor, registration, food for guests, set-up/clean-up, plus other logistical considerations will be handled by cafeTaste: EVENTS.
- 7) Each winery must provide a list of what is being poured by May 1st for inclusion in the program/notebook being handed-out to attendance.
- 8) PLEASE spread the word! We require each participating winery to advertise the show to bring as much exposure to Ontario wines as possible!

Please R.S.V.P. your attendance by e-mailing cafetastetoronto@gmail.com or calling [416-536-7748](tel:416-536-7748) before March 31st.

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-fallsvie-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>