

October 24, 2011

Upcoming Meetings

- **Thursday, October 27, 2011**
WCO Town Hall Meeting
Hernder Estate Winery
9:30am – 3:00pm

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.**

Royal Winter Fair Opportunity

The Royal Winter Fair in Toronto will have an on-site LCBO store. There is an opportunity for tastings in this store. Attached is the schedule of available tastings during the Royal Winter Fair Nov 4-13th, 2011

If interested please let me know **Date, Time and Brands** (CSPC product code) that you would like to feature BY Oct 25th, 2011. All products being tasted will be on-shelf in the store and products will be transferred from stock at #217.

If you have any questions call or email Regina (regina.foisey@winesofontario.org or 905-562-8070 ext 227)

Mark your Calendars!

The WCO has arranged for LCBO Wines and VINTAGES categories to present to the members on HOW TO DO BUSINESS with the LCBO – this informative session is designed for both New and Current suppliers.

Where: Rockway Glen
When: November 8th, 2011
Time: 10:00am – 2:00pm

The focus is on how to create a successful business model at LCBO and Vintages.

Topics include:

- **Key consumer trends**

- **Promotional Program Review (Essentials, GTM, Wines to Watch....) Know what to invest in.**
- **Best practices: That will set you up for success:**
 - Developing a business plan for success at the LCBO
 - Which channel is right for you
 - Choose the right product, at the right price, determine where your brand is positioned against the competition and consumer target; preparing a production plan to ensure availability
- **Best practices, what to do once your product is accepted for purchase**
- **Best practices once your product is released**
 - What are others doing that has led to their success
 - Tools to assist you in monitoring your products
- **Plus Much More....**

Please RSVP to Tanya your attendance.

PR Opportunity for Sparkling Wine Review in Wine Access magazine

Craig Pinhey has a recent tasting note assignment for Wine Access magazine which is "Sparkling Wines for the Holidays." He needs to submit 15 reviews by November 10th.

He is looking to showcase wines from various countries and various price points and is hoping some Ontario wineries might consider sending some sparkling wines for review (if you have not had him recently taste your sparkling wines).

Please contact Craig directly at craig@wineaccess.ca to make arrangements.

His address is - 12 Beach Drive, Rothesay, NB, E2E4X3

Craig Pinhey
 Atlantic Canada's Wine, Beer and Spirits Writer
 Wine Access National Tasting Panel Member
 New Brunswick Telegraph Journal Beverage Columnist
 CBC Radio's Shift Sommelier www.cbc.ca/shift
Craig@wineaccess.ca
www.frogspad.ca
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[506 647 8466](tel:5066478466)

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.

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/consumershows2011>

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.

Export Funding for SME's

The 2012/13 application for Small and Medium-sized Enterprise (SME) funding offered through the AgriMarketing Program of Agriculture and Agri-Food Canada is now available. Attached you will find the application kit which includes a guideline document to assist you in completing the new application. As with previous years, this program is open **to export ready companies with up to a maximum of 250 employees** and provides funding support

up to a maximum of \$50,000 annually (must spend \$100,000 to obtain \$50,000) for the following eligible activities:

- Advertising in print and electronic media, billboards and posters
- In-store and food service promotions, product demonstration to buyers and consumers
- Trade seminars designed to inform industry representatives of specific attributes of Canadian agriculture, food and seafood products
- Trade show attendance as a non-exhibitor. (i.e. walking the show or meeting with potential clients)
- Trade show attendance as an exhibitor, only at trade shows where the AMP is not funding a National Industry Association that represents the same sector
- Technical training of foreign buyers about Canadian products and product handling
- Outgoing missions, exploratory missions
- Incoming missions, training sessions

Please review the criteria documentation in the guideline for more information about the types of expenses that are considered eligible. **Please also note this program is not available for activities in the United States or Canada.**

If you are interested in applying to this program, complete the attached application and excel document in full and return it to the attention of the CFEA by email **no later than December 16th**. An original will also need to be submitted by mail. Please also ensure that you sign the application or it will not be processed. The association will then review and submit your application to the AgriMarketing department.

Please also note that the following activities offered by the association are not eligible under the SME program:

Food Hotel Asia, Singapore April 17-20, 2012
Sial China, May 9-11, 2012
PLMA Amsterdam, May 22-23, 2012
Taipei Food Show, June 27-30, 2012
Sial Paris, October 21-25, 2012
Hong Kong Wine and Spirits Fair, November 2012
ISM Show, February 2013
Gulfood Show, February 2013
IFE Show, London, England, March 17-20, 2013
Foodex, Japan March 2013

However if you do plan to participate with the association in these activities you can put a request into the SME program to fund additional stays to do meeting follow up.

For those of you that applied for funding in 2011-12 and have not heard about your application, we are still waiting on more information and will follow up with you once we have the outcomes from Agriculture and Agri-Food Canada.

If you have any questions or need assistance with completing the application please contact:

Susan Powell
Canadian Food Exporters Association
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