

June 13, 2011

Annual General Meeting

The AGM of the WCO will take place tomorrow, **Tuesday, June 14 at Cave Spring Cellars, beginning at 9:30 a.m.** This is a great opportunity for all members to keep well informed on the many issues which are ongoing in the industry. Please make extra efforts to join us. RSVP to Tanya at the WCO office.

LCBO 'Elsie' Awards

As you know, each year the LCBO has an awards celebration to recognize the best of their suppliers and trade partners. Last week at the 2011 Elsie Awards, the Wine Council of Ontario and its members were recognized for their excellence in working received several awards presented by the LCBO

Congratulations to the following organizations for winning in the following categories:

Special Recognition Award: Paul Bosc Senior of Chateau des Charmes
Supplier / Agent of the Year: Pelee Island Winery (mid-size)

Congratulations to these recipients!

The Wine Council of Ontario is also proud to be recipients of the following two awards:

Partnership Award – VINTAGES:

Hillary Dawson & Wendy Cheropita and the Wine Council of Ontario for 'Wine Country Ontario'

Partnership in Training Award:

The Wine Council of Ontario, for both the WOW and LCBO Product Consultants programs

On behalf of all the work done for the benefits of its members, the WCO is very proud of the recognition accorded to these programs.

Spring Issue of Food and Drink Complimentary Tasting Offer.

In March we included a full page Ad in Food and Drink to promote winery tourism in the shoulder-season leading up to summer. Part of the message was the offering of a complimentary tasting at participating wineries.

For those wineries that participated, to allow us to track the success of the program, please complete the spreadsheet circulated March 18th and return to the WCO as soon as possible. Please note there are two tabs, one was for weekly tracking and one is for the summary report that you will send to the WCO.

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.

The Ontario Table by Lynn Ogryzlo

You are invited to the book launch - Wednesday, June 22nd at 12:00pm. The Ontario Table is a full colour guidebook, resource book and agricultural storybook wrapped together as a consumer user-friendly cookbook. It informs consumers not only from an educational or informational platform but from a recreational, fun and lifestyle platform giving the guidebook a higher user ratio and longer lifespan.

The Ontario Table will be sold across Ontario at wineries, farms, farm markets and local, independently owned and operated companies that fit the core values of local food. When farmers and small farm businesses sell the book, it provides a high margin, value added product that channels profits into agriculture. It is estimated that this project can contribute \$360,000 to Ontario agriculture through sales of The Ontario Table and \$2.4 billion in additional farm sales. For further information please see the attached PDF from Lynn.