

December 6, 2010

Larry Paterson

Larry Paterson, a true friend and great promoter of the Ontario VQA wine, passed away on November 29th after a long battle with lung cancer. Known throughout the industry as "The Little Fat Wino", Larry organized and participated in a number of events which celebrated 100% Ontario wine, including the annual summertime festival "Fiesta Buckhorn". Larry lived and loved wine in all respects and will be missed.

Wine Route Review

Thank you to those that have responded regarding this request.

To alleviate any concerns and clarify the details, the message will be sent by **YOU** to **YOUR** Customers inviting them to complete the online survey.

I apologize if any confusion on the original email that stated 'sharing your list'. To ensure we have a robust response – we need the commitment of many wineries to participate. Please let me know as soon as possible.

The Wine Council of Ontario is conducting a review of the full Wine Route in Ontario. As part of this review, the Wine Council of Ontario has commissioned an independent research firm, **Innovative Research Group (INNOVATIVE)**, to conduct an online survey of Ontario wine customers in order to better understand how they're using the **Wine Route** program and how the program can be improved.

For this study to be successful, we need the support of our program partners and those that are listed in the Wine Country Ontario travel guide – **specifically, we need to draw upon your customer email databases to ensure we survey a representative sample of Ontario winery customers.**

WCO Member's Site

We have launched the new member-only site which gives WCO Members an easy-to-use source for all your member needs. Topics will include: meeting notices, marketing programs, member benefits, industry statistics and sales data, government updates and much more. Meeting notices and minutes, upcoming events, past weekly e-blasts will all be available. Be assured, this site will not replace any of the current WCO communications but be an easy-to-access portal to find misplaced emails, documents etc.

To ensure you, as a member, have access please follow the link below to create your account. Once your application is complete – you will be sent a confirmation, within a day, to your email address to indicate your account is created.

Create your account today! Go to: <http://members.winesofontario.org/login.php> - Click on "Don't have an account? Apply Now!"

If you have any questions, please do not hesitate to contact Regina.

Sustainable Survey – Today is the last DAY!

The Wine Council of Ontario is requesting your insight to determine the most beneficial next steps to take in order to enhance the appeal, relevance, and awareness level of the Sustainable Winemaking Ontario program. It is for this reason that we are asking **both Sustainable Winemaking Ontario participants and non-participants** to complete a brief survey (link below), describing your current views and opinions regarding the program. Your insight will provide us with the information we need to establish a program that benefits not only its participants, but also the industry as a whole.

We ask that you circulate this survey to all relevant sources, including winemakers, owners, retail managers or supervisors and operational managers to complete. We value the diverse opinions of those involved in the winemaking industry.

We wish to thank you in advance for your participation. Please complete survey by December 6th, 2010.

<http://www.surveymonkey.com/s/6BM5Z5W>

Close to Home

Looking at Merlot in Niagara - Calling all industry!

Henry of Pelham is hosting a semi-blind tasting of several vintages of single-varietal Merlot made here in Niagara.

We're going to try out these beauties and discuss what makes a good, consistent red wine here in the region. We've met our challenges viticulturally and environmentally, and now it's time to see where one of our lovely big Bordeaux reds will be taking us in years to come, by looking at the offerings of years past.

We've chosen to showcase Merlot across a variety of growing seasons, as it is at the core of the successful reds in the region, either on its own or as a blending component.

Let's open up some great bottles and celebrate the varietal that always steals our hearts, and brings us closer to home with each vintage.

Date: Saturday, December 11th, 2010
Time: 7:00pm - 9:00pm
Location: Henry of Pelham (meet at the entrance of the barrel cellar walkway)
1469 Pelham Road
St. Catharines, ON Canada
L2R 6P7
Telephone: 905 684 8423

Cost: Bring one bottle of local Merlot for tasting and chatting about afterward.

RSVP to winery@hneroyofpelham.com. Since this is an industry tasting, tell us where you're from! We'd like to hear from you by December 8, 2010.

ORHMA Ottawa Restaurant and Hotel Gala

The WCO is working with ORHMA Ottawa Region again this year and would like to invite members to participate in the annual "Ottawa Restaurant Awards Gala" held on January 17, 2010. This is one of Ottawa's premier culinary events held at the Westin Hotel and attended by the city's hotel and restaurant owners, managers and their staff.

During the evening, awards are given for high profile categories including, Ottawa's Favourite Restaurant (People's Choice Award), Restaurateur of the Year, Lifetime Achievement Award, and Ottawa's Best Chef Award, among others.

As in past years, they intend on featuring Ontario Food and Wine and will continue to pair Ontario VQA wines with each of the six food stations in addition to Ontario VQA wines being poured during the pre-dinner reception. The Ottawa Board is hoping that wineries will donate their product (3-4 cases each) to this event. It will be a great opportunity for them to meet the people that currently pour their wines and hopefully attract new business too. Attendance is expected at 350-400 guests and the participating wineries will be given Key profile in all promotional material produced for this exciting and not-to-be-missed evening.

I am looking for 2 more wineries to participate in this opportunity. Contact Linda to participate.

London Wine and Food Show

There are still a few pods available for the London Wine and Food Show, January 14-16, 2011. Contact Linda Watts for information.

MPP Challenge to increase VQA Restaurant Award of Excellence Winners

On December 2, 2010 we successfully launched a challenge to MPPs to help grow the list for VQA Award of Excellence Winners. Over 90 people attended including 33 MPPs in person plus several members of the Press Gallery.

Part of the toolkit to MPPs was "VQA Calling Cards" that they can use to hand out to restaurants that might be eligible for the award. We encourage wineries to help support this program by asking your sales team to talk about this program when visiting licensees. For additional information and if you would like to receive "VQA Calling Cards" for your sales staff please contact Linda Watts.