

January 30, 2012

Mark Your Calendars

Retail Training Advanced – Coaching and Performance Management Session

Sessions offered on **March 7 or 8th** – Registration forms available soon – This workshop is designed to provide the supervisors and owners of wineries with the skills and techniques necessary to motivate and encourage their employees to continually demonstrate the behaviours that were introduced in the *Customer Service Program* session. This workshop will encourage supervisors and owners to take on a strong leadership role when it comes to championing Wine Country Ontario's new focus on customer service and will be essential in ensuring that these new expectations are retained by all employees

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

PR Opportunities – Send Wine Samples to Media for potential reviews

Craig Pinhey (brufrog@gmail.com) is requesting that wineries who sell wines in New Brunswick to please send him any new wines, or recently changed vintages of existing listings. He is interested in trying them to get inspiration for future Good Drink columns every Friday in the Telegraph Journal, or for his CBC Radio Shift Sommelier show, every Friday afternoon at 5:20 pm.

Please send samples to:

Craig Pinhey, 12 Beach Drive, Rothesay, NB E2E4X3 (Tel: 506-647-8466)

Natalie Maclean (natalie@nataliemaclean.com) has added six new wine columns to her work that include some of Canada's largest lifestyle sites and magazines. She will be the wine commentator for CBC's Alberta at Noon, heard province-wide, and remain the syndicated wine columnist for the drive-home shows coast to coast. Through her website and columns wineries have opportunities to reach wine consumers across the country. Natalie is asking for wineries to send her samples for review and if she recommends them she will post them on her site and use them in her columns. You can find your wines here under your agency page: www.nataliemaclean.com/agents (click on "view all wines for your agency")

Please send samples to:

Natalie Maclean, 4818 Dove Court, Ottawa, Ontario K1J 9J7

VQA Eligible Bulk Wine for sale

The following 2 wines are available for sale, both 2011 Vintage.

Riesling - 5,500 litres

Chardonnay - 7.200 litres

Selling price for both - \$3.75 per litre (FOB Sprucewood). Please contact Stephen Mitchell at the office 519.738.9253 or cell 519.817.6189 or by email at:

steve@sprucewoodshores.com

OMAFRA Food Processors' Workshops

OMAFRA will be holding a number of ***Good Manufacturing Practices workshops for Ontario food processors*** in the new year. These workshops explain food safety practices and help processors apply them at their facility. Using real-life, practical examples, attendees will learn how to improve food safety where they work from objective instructors with industry experience. The following 2 workshops run from 9:00 a.m. to 4:00 p.m., and cost \$45 plus HST:

Sanitation and Pest Control

Learn the importance of: an effective sanitation program, the 7 Sanitation Steps to minimize food safety hazards and apply them in your facility, the significance and incorporation of a pre-operational inspection and the strategies for pest identification and prevention activities.

- February 8, 2012 – Guelph, ON
- February 15, 2012 – Mississauga, ON

Preventative Maintenance & Calibration, Environment

Learn how to apply preventive maintenance and calibration practices to the equipment and devices in your facility that may impact food safety and how to implement practical control measures to address interior and exterior areas of concern in your facility.

- March 19, 2012 – Guelph, ON

In addition, you may book a **FREE** one-on-one session with a Guelph food safety advisor to review good manufacturing practices, HACCP, traceability and food defence plans specific to your facility, obtain tools to train your employees or practice preparing for an audit.

For more information on workshops or the one-on-one sessions, contact info is:

Telephone:	1-877-424-1300
E-mail:	advantage@ontario.ca
Website:	www.ontario.ca/foodsafety