

March 7, 2011

Export Training Seminar

Thursday, March 24, 2011, 9:00 to 4:30 PM at Pillitteri Estates Winery

The session will provide an overview of the US market and assist you in preparing to export into the US market by providing information on three-tiered distribution system, obtaining and managing the distributor and sales network, how the 3-tier system affects sales and marketing along with basic marketing strategies for the US market. Three presenters including a distributor and a representative from the US Alcohol and Tobacco Tax and Trade Bureau as well as a US wine marketer will address attendee's. Contact Linda Watts to register. Cost is \$50/person includes lunch and handouts.

Excess Office Supplies available

As members are aware, the WCO office will be moving to a new location in the Vineland Research Centre property. As we consolidate, sort and otherwise prepare for the move, we will have certain office supplies which will be excess to our needs. Currently, we have a significant quantity of i) 8½" x 14" (legal) hanging file folders, and ii) 8½" x 14" (legal) file folders. These are in excellent (almost new) shape. If any wineries could use either of these, please call Tanya at the WCO office.

WCO Member's Site

We have launched the new member-only site which gives WCO Members and 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 at the WCO office.

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.

Blog is launched – <http://blog.winesofontario.org>

Check out lots of new updates including photos and videos on Icewine Festival activities by guest blogger Suresh Doss.

Ontario Wine Society

The Ontario Wine Society Toronto Presents "***A Taste of Québec's Tasting Soirée***". This *Tasting Soirée* event promises to be a fun and educational evening with an assortment of artisanal Québec cheeses explained by fromager Thom Sokoloski from '**A Taste of Québec**' complemented by an in depth exposure to Canadian Wine Awards' Winery of the Year for 2010 - Tawse Winery. Thom is also going to demonstrate to us how we can make cheese at home!!

Date: Tuesday, March 22, 2011

Reception: 6:45 pm, Tasting: 7:00 pm

Location: Taste of Quebec Shop, 55 Mill St., Building 32, the Distillery District

Cost: \$45 per person. For more details <http://www.ontariowinesociety.com/events.html>