

**November 7, 2011**

**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 8<sup>th</sup>, 2011  
Time: 10:30am – 1:30pm

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.

**Wine Country Ontario Travel Guide Survey**

As we start the process for next year's guide – we are asking for feedback from wineries that participated in the 2011 edition.

Please complete the short survey <http://www.surveymonkey.com/s/6QRZZPR> If you have any questions, please contact Regina Foisey at [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

**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](mailto: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](http://www.cbc.ca/shift)  
[Craig@wineaccess.ca](mailto:Craig@wineaccess.ca)  
[www.frogspad.ca](http://www.frogspad.ca)  
[www.twitter.com/frogspadca](http://www.twitter.com/frogspadca)  
[506 647 8466](tel:5066478466)

### **Consumer Shows**

**Only a few spaces remain in the Gourmet Show.**

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 – Sold Out!

Toronto – November 17 - 20, 2011

There are 2 opportunities for WINERY participation:

Pod (includes bar below) \$1,000/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, contact Linda Watts

### **Wine for WCO for Promotional Purposes**

The WCO responds to requests from various groups (government, charities, promotional tastings, etc.) to supply wine for smaller events/opportunities. As part of your membership, we ask members on occasion to supply a case of wine to us. We 'ran down' our inventory of wine prior to our office move, but now need to refill our supply.

Prior to the Town Hall meeting last week, we asked members to bring 1 case of wine to the meeting. Thanks very much to the wineries that did so. For those members who did not, could we ask that you bring/send 1 case (half red/half white) of wine to the WCO office as soon as convenient.

### **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.**

### **WCO Social Media campaign**

Be sure to submit your winery's event to [www.winesofontario.org/submit-event](http://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**

**AgriMarketing Program (AMP) Funding 2012-13.** This week, CVA coordinated the distribution of AMP funding applications for small and medium sized enterprises (SMEs). There are federal dollars available for eligible wineries with an export strategy; up to \$50,000 for the period 2012-13. Agriculture and Agri-Food Canada (AAFC) runs the program and requires that all applications be made through the Canadian Vintners Association (CVA). There are two deadlines to be mindful of:

- December 19, 2011 completed applications have to be submitted to CVA
- January 6, 2012 CVA has to have a roll-up of all applications submitted to AAFC

If you are interested in this program and would like an application package please contact Luke Harford at 613-755-2736 or [lharford@canadianvintners.com](mailto:lharford@canadianvintners.com).

AMP also provides funding to associations for industry export promotion. The CVA and its regional counterparts are working toward submitting an application for funds to cover 2012-13 activities such as the Canadian Wine Initiative and bringing sommeliers and wine writers from target markets to Canada. The industry has benefited from this program in prior years but this year's application process is going to be slightly different. This week, AAFC officials held a webinar to go through new performance management metrics it will be introducing with the 2012-13 funding arrangements. Based on what CVA understands from the webinar, the new metrics will make it easier to track and report on the impact the funding has on Canadian wine exports.