

March 27, 2012

Upcoming Meetings

- **Tuesday, April 24, 2012**
WCO Town Hall Meeting
Location to be Determined
9:30am – 3:00pm

REMINDER

AGCO Rules state that all winery retail stores are to be closed on Good Friday (April 6th) and Easter Sunday (April 8th). A full listing of winery retail store mandatory closing dates is available on the AGCO website. www.agco.on.ca/pdfs/en/guides/3168_a.pdf

Cuvée Feedback

The Niagara Community Foundation has hosted Cuvée for the past 9 years. As they excitedly plan for the 25th Anniversary in 2013, they're seeking input from the Ontario wine industry (current and past winery participants) through the following survey. Individual comments will be kept confidential. NCF will summarize the results and share with the Cuvée Advisory Committee. The intention is to help NCF determine the value of Cuvée to the wineries and industry and help them plan for the future. Thanks so much for your support. <http://www.surveymonkey.com/s/TLMZHV6>

SAVE THE DATE

The 9th Annual Foreign Affairs and International Trade Tasting for outgoing Canadian Ambassadors and officers, Foreign Ambassadors in Canada and our Federal Government partners involved in purchasing and serving Canadian wine, will take place at the Lester B. Pearson Building in Ottawa (125 Sussex Drive) on Monday, May 28, 2012, from 4 to 8pm. This annual event is organized by the Global Practice for Canadian Wine, Beer and Spirits as part of the Canadian Wine Initiative (CWI) and is designed to provide outgoing Ambassadors and officers with the opportunity to taste the various products on offer through the CWI and meet with owners, winemakers and representatives in attendance.

The Canadian Embassy Initiative continues to expand both in terms of the number of suppliers in the program, as well as orders sent to Canadian Embassies and Consulates abroad. There are currently 99 producers in the program and since it began in 2004, over 425 consolidated shipments have been sent to Canadian Embassies and Consulates on six continents, for use at official functions hosted by Ambassadors, Ministers, the Prime Minister, Premiers and the Governor General. Please contact us by April 6, 2012 if you are interested in attending. We hope to see you in May.

To receive more information on the tasting or sales through this channel please contact:

Janet Dorozynski, Global Practice Lead

Canadian Wine, Beer and Spirits
Foreign Affairs and International Trade Canada
janet.dorozynski@international.gc.ca
(T) 613 944 0181

To register for the tasting or to receive a CWI registration package please contact:

Rosangela Kapp, Logistics Administration Coordinator
Canadian Wine Initiative
Foreign Affairs and International Trade Canada
rosangela.kapp@international.gc.ca
(T) 613 944 7059

PR Efforts – Wineries, please support our PR efforts and share the VQA economic impact and growth story!

****New Posters Available for winery retail stores. (Please contact the WCO to order)**

Keep the Buzz Going! \$12.29 is the economic impact of purchasing VQA wine. One of the core message for consumers is that “Buying VQA=Growing Ontario”.

Wineries please help us share this good news story within your various communication outlets including newsletters, blogs, websites, Facebook and Twitter (Twitter Hashtag #VQAadds12bucksplus)

Key Messages:

- Buying VQA=Growing Ontario
- Your VQA wine Purchase = 12.29 for Ontario

Follow: <http://www.winecouncilofontario.ca> for the Press release and KPMG study.

Noteworthy Media Coverage:

Ontario Wine Country: The New Frontier for Riesling and Pinot Noir By: Ian D'Agata
http://www.wineaccess.com/expert/tanzer/intro.html?content_id=93118

The Cuvée Awards: An Outpouring of Ontario's Best Wines by Gord Stimmell
<http://www.winefox.ca/articles/the-cuvee-awards-an-outpouring-of-ontarios-best-wines/>

Competitions

The New York International WINE Competition – CALL TO ENTRY

SECOND ANNUAL NEW YORK INTERNATIONAL WINE COMPETITION (“NYIWC”) taking place on May 5th-6th 2012 at the Scholastic Building in SOHO. Compared to other competitions this contest stands out from others because of its distinctive set of standards and one-of-a-kind judging process making it the quintessential competition for all wines.

Wineries may submit online with our technology partner www.enofileonline.com

SHIPPING INFO:

Vintage Wine Warehouse is one of the most respected wine storage companies in New York and the distribution point for one of the top wine merchants in New York.

Vintage Wine Warehouse
Attn: NYIWC/Adam Levy
1630 Cody Avenue
Ridgewood, NY 11385

Please feel free to contact our customs broker if you need brokerage assistance at evavoros@winecellarsltd.com. They are working closely with Vintage Wine Warehouse.

DEADLINE FOR ENTRY:

The deadline for receipt of entry is April 30th, 2012

FOR MORE INFORMATION:

Visit us <http://www.nyiwinecompetition.com/>

CONTACT INFO:

Adam Levy
v. 9173380163 x 1
info@nyispiritscompetition.com

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. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-write the postings.*** As we approach summer and more events are posted, your attention to this matter is much appreciated.

For Sale

Stelvins for Sale - 50% OFF

40,000 pcs. Gold with Black VQA logo
60,000 pcs. Black with Gold VQA logo
(Sarantin liner)

Contact Marc Mousseau at Stoney Ridge Estate Winery at 905-581-7457