

February 28, 2011

Spring Tourism Advertisement

Thank you to those that have responded to the email last week regarding the Spring advertisement. If you have not responded yet, please do so **TODAY**.

As a reminder there are two items we need.

BY END OF DAY TODAY

1. Agree to offer complimentary tasting
 - a. Provide a short description of your offer

BY FRIDAY MARCH 3RD

2. Input your wines onto the member's website –this will allow consumers to search your wines when using the mobile version of the site on March 9th when it is launched. Login to your account at <http://members.winesofontario.org> to enter.

If you have any questions, please contact Regina x227 or Tanya x221 at the office.

Niagara Food & Wine Experience

Many wineries have been contacted to participate in a new consumer show being organized at the new Niagara Falls Convention Centre on the Memorial Day long weekend (May 27-29, 2011)

The WCO's marketing and tourism committee's have recommended that we do not participate in this show as the time of year and location of the show does not align with the marketing strategy to promote winery visitation.

WCO Membership Renewal Forms

You should recently have received the annual WCO membership renewal form for the upcoming fiscal year (for the period from April 1, 2011 to March 31, 2012. Please sign and return (fax or e-mail) the applicable page to Tanya at the WCO office. If you have any questions on the form, please contact D. Gibson at the WCO office.

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.

Ontario Wine Awards

This week is the consolidation for the Ontario Wine Awards. See the attachment for the Niagara consolidation.

REMINDER: Please do not include your front labels (2 copies of each entry) and entry fees in the cases. Send them to Tony Aspler by mail or courier prior to March 11: #1402 – 900 Mount Pleasant Road, Toronto M4P 3J9.

If you are shipping or dropping your wines off at either Colio or Huff, please send an email to the contact at each of the wineries advising them as to what wines and quantity of cases you will be having them consolidate on your behalf.

South West Ontario

Delivery Deadline: Tuesday, March 8

Location: Colio Wines

Contact: Kathy Gomes

Phone: 519-738-2241

cheers@coliowinery.com

Prince Edward County

Delivery Deadline: Tuesday, March 8

Location: Huff Estates

Contact: Jason Sharpe, Marketing Manager

Phone: 613-970-2001

jason@huffestates.com

To Enter On-Line go to:

<http://www.surveymonkey.com/s/2011OWAJudging>

Anthony Gismondi & David Lawrason Ontario “PR- Media Training session “

Learn how to showcase your best winery experiences to media so they can help share your story and understand how to create a successful visit on a FAM tour. Hear what is important for media in PR materials and learn how media uses websites and media centres.

For the full agenda and to register visit: <http://www.winerysalesandprofitability.ca/> to register.

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>