

**March 5, 2012**

**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.

**newsSplash! The virtual doors to the newest wine shop in Ontario are now open!**

wine**Splash**.ca - What makes this wine store different and special? It's virtual! It's on-line! You don't have to drive or go out of your way to visit our shop! You can order wine from the comfort and convenience of your home or office, wherever, whenever the mood may strike! One less errand to run!

We specialize in selling *only Ontario wines*. Through our shop you will have exclusive access to wines that are only available at the wineries themselves! There are currently 300 wines to choose from and this list will grow and evolve as we continue to bring more wineries on board.

Too much choice?? Join our wine club and we'll guide you through the complex world of Ontario wines. Each shipment will contain a new selection of outstanding premium wines for you to explore and discover. Receive 2, 4 or 6 bottles per month. Pick a membership level designed to give you flexibility based on preference and budget.

Imagine receiving a wine delivery at your doorstep, regularly once a month or whenever you need to stock up. Now when the doorbell rings – you've got wine – just in time for dinner or weekend plans!

One web address will open the cellars of Ontario on your laptop, home computer or mobile phone.

We are the wine store at your fingertips – visit us often at: wine**Splash**.ca

Wineries, to participate contact Mike Shepard at [mikes@winesplash.ca](mailto:mikes@winesplash.ca)

**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](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/>

**Competition Reminders**

*International Wine & Spirits Competition*

The consolidation dates will be March 5 - 9, 2012. The updated memo is attached.

**Ontario Wine Awards**

The entry forms for the Ontario Wine Awards can be found on the website  
[www.ontariowineawards.ca](http://www.ontariowineawards.ca) The wine consolidation will take place in Niagara from Wed. March 14 to Wed. March 21. Contact Linda Watts for information.

**Wine Country Ontario Website – Events posting**

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

**PROFIT New-to-Exporting Seminar**

PROFIT, a two-day seminar, organized by OMAFRA is a long-running and highly successful export-focused program which will give you a solid introduction to what's involved in exporting food and beverage products to the U.S.

The seminar, featuring over 15 speakers, is a hands-on orientation covering the basic requirements for food and beverage exporters. Topics include export financing, product labeling, U.S. tax laws, U.S. food brokerage, U.S. food distribution, U.S. Food and Drug regulations, U.S. Customs and Border Protection, and U.S. customs brokerage.

Export development services, provided by Ontario Food Exports will also be presented. Half a day will be spent in Toronto, and then participants will travel by motorcoach to Buffalo for the next day-and-a-half. The cost includes the PROFIT GuideBook (containing all presentation materials), round-trip transportation to Buffalo, accommodation in Buffalo and all meals.

Please note this seminar is offered only once a year and is restricted to 25 participants. For more information, or to register, call Jennifer Hannam at 519-826-3747 or email. [jennifer.hannam@ontario.ca](mailto:jennifer.hannam@ontario.ca).

**When:** June 5<sup>th</sup> and 6<sup>th</sup>  
**Where:** Toronto and Buffalo  
**Cost:** \$350 + HST

Other articles that may be of interest to Ontario wineries:

<http://www.omafra.gov.on.ca/english/new/feb-comm-bulletin.htm>

**Agri-Food and Agriculture Canada Market Indicator Report**

Attached is a report on consumer trends in the Wine, Beer and Spirits in Russia.