

**February 4, 2013**

## **Upcoming Meetings**

- **Wednesday, February 13, 2013**  
**WCO Town Hall Meeting – Hernder Estate Winery**  
**(includes presentation re MOL upcoming audits – see below)**

## **Wine Country Ontario Travel Guide – Deadline is NOW!!**

The winery package has been sent out calling for information/updates for inclusion in the 2013 Wine Country Ontario Travel Guide. Please contact Regina at the WCO with any questions. If you have not submitted the forms to Regina, you **MUST** do so as soon as possible.

## **WCO Membership Renewal Form**

Wineries received an email last week with respect to WCO membership, including a summary of membership fees for the upcoming year (beginning April 1, 2013). The e-mail included the usual form to be signed and returned (e-mail or fax to Tanya at the WCO office). Please do so as soon as possible, so that we may begin our budget process for the upcoming year. If you have any questions on any of the material sent out, please contact Duncan at the WCO office).

## **Ontario Ministry of Labour (MOL) – upcoming audits of wineries**

As part of the ministry's Safety at Work Ontario strategy, the ministry is focusing on enforcement, compliance, and partnership. The goal is to improve workplace health and safety practices through education, training, and enforcement of the Occupational Health and Safety Act. A series of inspection blitzes have been scheduled for 2013. These inspections will focus on identifying, addressing, and eliminating industry-specific hazards. During the months of February and March, these inspections will target the food and beverage processing industry, which includes wineries.

The MOL will do a short presentation to WCO members at our February 13<sup>th</sup> Town Hall meeting, at which time they will discuss exactly what the ministry will be looking for, etc. Your attendance at the Town Hall will help you prepare for these audits.

## **My Wine Shop**

The campaign continues to be strong and we encourage wineries to please become informed and involved!

Visit [www.mywineshop.ca](http://www.mywineshop.ca) and also follow the link for the most recent Campaign Update:  
[http://members.winecouncilofontario.ca/content/mywineshop/My\\_Wine\\_Shop\\_-\\_Update\\_2.pdf](http://members.winecouncilofontario.ca/content/mywineshop/My_Wine_Shop_-_Update_2.pdf)

## **Sustainable Winemaking Ontario - 2013 Sustainable Self-assessment Survey**

Make sure your winery has a "green leaf" in the *2013 Wine Country Ontario Travel Guide* by filling out the *2013 Sustainability Self-assessment Survey*, part of the *Sustainable Winemaking Ontario: An Environmental Charter for the Wine Industry*.

**Deadline for participating is February 15<sup>th</sup>, 2013 to allow for the “green leaf” to be included in this year’s guide.**

**How to get started:**

Log on to the *Wine Council of Ontario* member’s site to access the *2013 Sustainability Survey* at <http://members.winecouncilofontario.ca/survey.php>. Don’t have an account?

Register for an account at <http://members.winecouncilofontario.ca/account-create.php>. Don’t forget to check out all of our sustainability publications while visiting.

If you have any questions or concerns, please do not hesitate to contact Regina at the WCO to discuss. [Regina.foisey@winesofontario.org](mailto:Regina.foisey@winesofontario.org) or call 905-562-8070 ext 227

**Mystery Shop Program**

Each winery participating in the guide will be receiving new login information for the Mystery Shop portal to access your winery reports this week.

**Eastern Winery Exposition (EWE)**

The wine industry conference and trade show for the Eastern U.S. and Canada, taking place March 6-8, at the Lancaster County Convention Center in Lancaster, Pennsylvania. Over 230 exhibit booths are expected this year and 22 conference sessions are being offered.

The Wine Council of Ontario is a supporter of the conference and organizers are offering our members a 10% discount off registration rates including free admission to the exhibits. Visit The EWE website ([www.EasternWineryExposition.com](http://www.EasternWineryExposition.com)) to register using the code WCO1 in addition to online registration the website features information about exhibitors, the conference program, networking events, speakers, schedule, hotel and location information.

The conference will provide complimentary return bus transportation to the conference from the Niagara Region if there is interest from a minimum of 10 participants. Please advise Linda Watts at [linda.watts@winesofontario.org](mailto:linda.watts@winesofontario.org) if you would like to express interest in the bus offer.

**PR & Communication Updates and Opportunities**

**Taste Ontario Ottawa** – Note for those wineries participating in the evening consumer event.

**Help support conversations via your social media outlets.**

- Tweet (use hashtags #tasteontario and #ottawa)
- post on facebook
- send an eblast to your consumer databases promoting the event
- Shawn McCormick (@UncorkOntario) and Debbie Trenholm (@SavvyDebbie) are both supporting to drive ticket sales by prizing out tickets for the consumer event.

**Wine Country Ontario Wins Coveted International Tourism Marketing Award**

Wins Award from *Drinks International* for its Leadership for Ontario’s Industry

Wine Country Ontario is excited to have received this award and share this fantastic news with its many industry partners and stakeholders. We welcome everyone to join in this celebration and please help us share this great news.

1. January 2013, *Drinks International* announces Wine Country Ontario is awarded “Best Generic Wine Body” - *Drinks International* Wine Tourism Awards for 2013.
  - [http://www.drinksint.com/news/fullstory.php/aid/3533/Wine\\_Tourism\\_Awards\\_results\\_announced.html](http://www.drinksint.com/news/fullstory.php/aid/3533/Wine_Tourism_Awards_results_announced.html)
2. Wine Country Ontario press release details
  - Attached, please find the Wine Country Ontario press release.
  - Follow the link for the complete, enriched release with images  
<http://www.newswire.ca/en/story/1106081/wine-country-ontario-wins-coveted-international-tourism-marketing-award>
3. Support and help leverage PR via social media outlets as follows:
  - Tweet to support the sharing of this and include the following suggested Twitter Handles: @WineCountryOnt. @DrinksInt @BradDuguid and Twitter Hashtags: #ontariowine
  - Post to Facebook.

#### Recent Articles:

<http://www.buffalospreemag.com/Blogs/Be-There/Annual-2013/Icewine-Adventures/>

<http://www.buffalospreemag.com/Blogs/Consuming-Passions/Annual-2013/Celebrating-icewine-with-the-Ice-Queen-Ball/>

#### **EXCITING OPPORTUNITY - London, UK - Media & Trade Tasting Canada House May 16<sup>th</sup>, 2013 *Building on the Momentum of Seriously Cool 2010***

##### **‘O Canada’: White. And Red**

Building on the success of the 2010 Seriously Cool Chardonnay Tasting in London, **Wine Country Ontario**, in partnership with **Foreign Affairs and International Trade Canada** and the **Canadian High Commission** in London, England is organizing a media and trade tasting in London in May, 2013. With this joint investment and collaboration on this year’s event, we are excited about this initiative and are inviting wineries from across Canada to submit for participation from their respective regions.

##### **Why Participate?**

The UK is home to a number of key wine media including Jancis Robinson, Oz Clarke, Steven Spurrier and Stephen Brook to name a few. Positive media coverage by these key influencers, increases awareness and understanding of Canadian wines and wine growing regions, and have long-term benefits both domestically and for export initiatives.

In addition, a sparkling wine seminar for trade and media as well as B2B meetings with importers and distributors (for wineries that participate in the media/trade tasting), an export information session and a Canada Reception for London business contacts is currently under development and will be added to the activities on the same date. Details on these items will follow in a separate communication.

##### **Who Should Submit Wines to Participate?**

Any winery from Canada can participate by submitting wines which are produced from 100% Canadian grapes grown from within their Province. Ontario wines must be VQA. Wines will be screened blind for approval and inclusion in the tasting by a panel of wine judges from across Canada. The overarching criteria will be built around "Showcase your best wines for top international wine media". Details on wines submissions are based on the theme with details below.

**Participation:**

Click on the link below that will take you to an online form in Survey Monkey where you will electronically submit your contact information and wines.

<http://www.surveymonkey.com/s/OCanadaTasting>

**Ontario Hospitality Institute – Top 30 Under 30 Reception Opportunity**

On Thursday, February 28 from 3:00pm – 5:00pm, George Brown College is hosting a reception to recognize the Top 30 Under 30 recipients. 80-100 people attend the reception to recognize these important hospitality recipients.

George Brown will provide a table, glassware and ice for 2 wineries to attend the event and pour one white wine and one red wine for the 2 hour reception. Contact [Linda Watts](#) to participate.