



## *Background*

### **VQA Restaurant Award of Excellence**

- Originally created as one of the Cuvée Awards to recognize Ontario restaurants that supported the Ontario wine industry
- Ownership transferred to Wine Council of Ontario in 2004
- The number of restaurants that received the award steadily increased over the years as did the cost of administering the award. 27 establishments received the award in 2004; this number increased to more than 180 in 2010.
- Awareness of the significance of the award appeared to be low, as did the understanding of the ownership of the award (Is it granted by the VQA? Is it an award for quality?)

### ***New Program – We Love Wine Country Ontario***

- Given the growing number of recipients and the opportunity to increase the number of recognized licensees, the recommendation was accepted to promote the program for “recognition” of their support for Ontario VQA wines
- Commissioned UP Inc to develop a strategy; generate program naming options and design program materials that would be cost effective for an annually increasing number of supporting licensees
- Goal is to increase to 300 recognized establishments in the next year
- Exclusive trade partner is Foodservice and Hospitality Magazine



## We Love Wine Country Ontario

- Criteria – minimum 25% by bottle and glass or 25 listings
- Online application or nomination process
  - Licensees use application and upload current wine list
  - Anyone can make a nomination
- Continuous intake and real time updating of list on website
- Program will be promoted directly to licensees to submit online – fast, easy process
- Continual intake– no deadlines
- Promote through consumer assets including website, travel guide
- Promote through social media assets

# We Love Wine Country Ontario



## Online Consumer and Trade promotion



Website Carousel  
Consumer website



Program Landing Page  
Trade Resources



## Online application and nomination forms

Anyone can nominate  
a licensee here

The screenshot shows the 'WE LOVE WINE COUNTRY ONTARIO: NOMINATION FORM' page. It features a header with the organization's logo and a navigation bar. The main content area includes a 'WINE ROUTE PLANNER' section and a nomination form. The form has fields for 'Your name', 'Your phone number', 'Your email address', 'Name of restaurant', 'Restaurant contact name', 'Restaurant phone number', 'Restaurant city', and 'Restaurant address'. A 'Submit' button is located at the bottom of the form. The footer contains links for 'Français', 'Contact us', 'Media Centre', 'Trade resources', and 'Legal'.

The screenshot shows the 'WE LOVE WINE COUNTRY ONTARIO: APPLICATION FORM' page. It features a header with the organization's logo and a navigation bar. The main content area includes a 'RESTAURANT RECOGNITION' section and an application form. The form has fields for 'Restaurant Name', 'Street Address', 'City/Town', 'Mailing Address', 'Postal Code', 'Telephone', 'Reservation Line', 'Website', 'Facebook', and 'Twitter'. A 'Submit' button is located at the bottom of the form. The footer contains links for 'Français', 'Contact us', 'Media Centre', 'Trade resources', and 'Legal'.

Licensees submit  
application and wine list  
here

# We Love Wine Country Ontario



Award is renamed and becomes a Recognition Program

“We Love Wine Country Ontario”



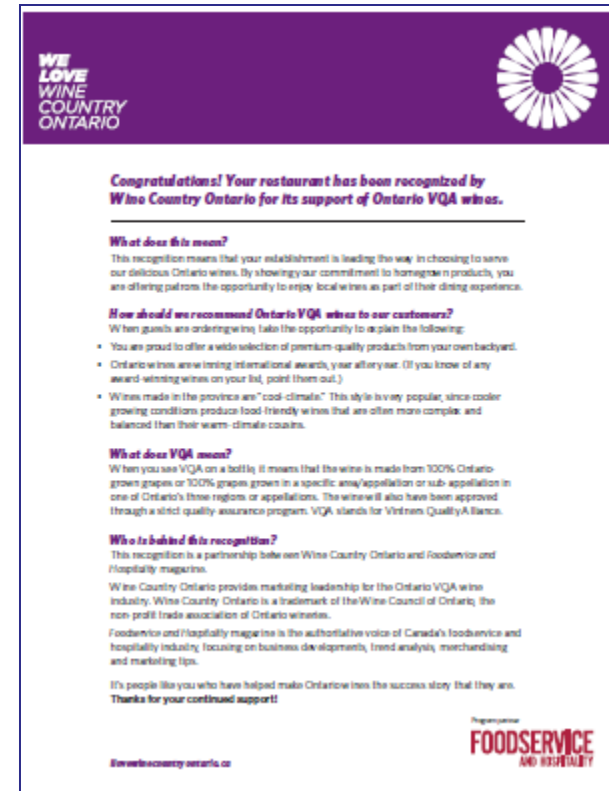
Window/Door Decal



## Trade promotion tools



Postcard to promote program to  
licensees for sales representatives



Server Cheat Sheet





## Communications Plan

Activity	Timing
Soft Launch program to Ontario wine industry at AGM	June 19 (embargoed until July launch)
Launch to wine industry, licensees and consumers	July 19
Trade publication media release	w/o July 29
Social Media Consumer Contest	August
Advertisements in Foodservice and Hospitality Magazine Eblasts to licensees	August/September/October
Promote at every touch point with licensees	Taste Ontario! Ottawa – October 7 Taste Ontario! Toronto – October 10
Recognition of recognized establishments at Foodservice & Hospitality Magazine's annual Pinnacle Awards	December



## How wineries can engage

(when officially launched July 19)

### Postcard Collateral:

- **At the winery** – Postcards to promote the program to **consumers** will be available from the Wine Council of Ontario for your retail tasting rooms as well as on the members website. Launch July 19.
- Postcards to promote the program to **licensees** will be available (example in your kit) at the Wine Council office for sales representatives. This communication will also be available on the members website. Sales representatives promote to licensee accounts – electronic communication will be provided for the official launch July 19<sup>th</sup>. Embargoed until then.

### Social Media:

- **Website** – An html code link with creative will be available to cross promote the program on your website
- **Twitter:** When talking about the program or encouraging your followers to apply for the recognition or nominate a licensee, please use the hashtag **#welovewinecountryont**
- **Facebook:** We will create a Restaurant Recognition tab on the industry Facebook page at <https://www.facebook.com/WineCountryOntario>