

May 21, 2013

Upcoming Meetings

- **WCO Annual General Meeting**
Wednesday, June 19, 2013
9:30pm – 3:00pm
(Location to be confirmed)

MARKETING

Announcing the launch of Maclean's magazine "*Wine in Canada*"

Last summer, Wine Country Ontario, Wines of British Columbia and *Maclean's* formed a strategic partnership to raise awareness of Canada's wine and wine tourism industry. Recognizing the passion, ingenuity and achievement of Canadian winemaking, *Maclean's* is committed to supporting our industry and savour the joy in each glass with their audience.

"*Wine in Canada*" is available on newsstands across Canada as well as at select wineries. It is the first national publication that takes Canadians on a tour of our country's finest wine regions, their latest releases, innovative pioneers, hottest trends and hidden gems.

Contributed by some of Canada's leading sommeliers, including John Szabo MS, Rhys Pender MW, Kurtis Kolt, Treve Ring, and Erin and Courtney Henderson, "*Wine in Canada*" brings together the land, the people, the culture, the wine and the food through colourful photography and vivid articulations. Wine in Canada takes readers across the country to Okanagan, Similkameen, Niagara, Prince Edward County, Lake Erie North Shore, Eastern Townships and Annapolis Valley providing an in-depth look at the wines as well as the people and places behind the labels.

Wine Country Ontario is supporting this launch with both PR and social media efforts. We encourage Ontario wineries to please read the **attached** press release to help leverage these efforts. You will find relevant Twitter Handles and we encourage you to use the following Hashtags where possible on Twitter: #CDNwine #ontariowine.

If you are interested in knowing more about *Maclean's* "*Wine in Canada*", or purchasing copies at our partnership discount of 25% please contact Kathy Murphy at Maclean's kathy.murphy@rci.rogers.com for any inquiries.

Canadian Wine Initiative

Attached please find information on the Canadian Wine Initiative, how it works and what

Department of Foreign Affairs and International Trade (DFAIT) will need from you to list and sell your products to Canadian Embassies and Consulates throughout the world. Contact [Linda Watts](#).

Vino Visit program

See **attached** for details on how to have your winery listed on VinoVisit for bookings of tours and other events. After a very successful 1 year pilot, we recommend all wineries to sign up. Contact Bob at VinoVisit to register: bob@vinovisit.com

Biking the Wine Route

Is your winery seeing an increase in visitors arriving and touring the Wine Route by bicycle? If not you may want to find out more about this growing tourism sector from the Welcome Cyclists Network. Wineries in participating areas can register and certify as bicycle friendly destinations for free through the Network. Upon certification under the attractions category, receive online map location icon, participant's tool kit, decal and logo to help identify you winery as a bicycle friendly. There are already 32 wineries participating across Ontario, with the summer cycling season just around the corner, find out more today at: www.welcomecyclists.ca/join-the-network

ADMINISTRATION

Ontario One Call (ON1Call)

ON1Call operates the provincial 'Call Before you Dig Service' for owners of buried infrastructure – it is the organization one would call to locate buried cables, pipes, etc. prior to any digging/excavating (a call to this organization precludes having to call multiple individual providers such as telephone, cable, gas, etc.). All local utilities work directly with ON1Call to ensure all infrastructure is mapped; however, IF any individual/company has any buried infrastructure that traverses a public right-of-way, the company is required to register this buried infrastructure with ON1Call. This also protects the company from infrastructure damage by third parties on the public lands.

This situation does NOT apply where companies have infrastructure buried within the boundaries of their owned properties (the public could not excavate/dig on private land, and presumed the owner will be aware of all buried infrastructure on their own property).

IF any member has any buried infrastructure on a public right-of-way, please contact D. Gibson at the WCO office for further information.

Credit Card Fraud

Last week, notice was sent to members regarding a credit card fraud which was brought to our attention by one member winery. After that notice was sent out, we were advised of TWO more instances on two additional wineries in Niagara. In both these cases, the NRP were called in and the wineries provided what information they had. It is apparent that wineries seem to be prime targets for these fraudulent activities. Please ensure that all of your retail, sales and administrative personnel are prepared to handle these matters should they occur.

SOCIAL MEDIA UPDATES

Spotlight on Wine Country Ontario

Spotlight on Wine Country Ontario will be **attached** to each weekly eblast. It's a new communication that summarizes the highlights of Wine Country Ontario's weekly social media activities and what's next. Please contact [Magdalena](#) or [Linda](#) for more information.

Please add wco@veritasinc.com to your consumer eblast list so they can use content for Wine Country Ontario social media channels.

Common Twitter Hashtag Reminders: #Ontariowine #CDNwine

PR & COMMUNICATION UPDATES & OPPORTUNITIES

EVENT PARTICIPATION OPPORTUNITY

Savour Stratford Festival – A Taste of Ontario

Attached please find an opportunity for a limited number of Ontario wineries to participate in the Savour Stratford – A Taste of Ontario – Artisan Alley in September.

WINE COMPETITIONS – Details and Entry Information

WineAlign National Wine Awards of Canada (NWAC)

Registration is open for the **WineAlign National Wine Awards of Canada (NWAC)** that will be held every year in June. Each year a wide selection of the country's leading wine writers and tasters are asked to gather somewhere in Canadian wine country to evaluate over 1,200 wines grown in Canada and to award Platinum, Gold, Silver and Bronze medals in some two dozen categories. Full results are published on WineAlign in September. Wine Country Ontario is honored to be the Host Partner for the inaugural WineAlign National Wine Awards of Canada (NWAC) 2013 taking place in the Niagara Peninsula. Each year the judging will take place within the different wine growing regions of Canada. As a host partner, we will be working to showcase the Niagara region to the 18 judges (wine media) visiting from across Canada.

Please visit the following link for full details & entry information on these awards:

<http://www.winealign.com/awards>

Important Dates for the competition:

June 1st: Online registration closes
June 3rd: Wine delivery to consolidation points in the East closes

Education and Conferences

China Export Seminar

Please find **attached** information to participate in an export information seminar about exporting wine to China that is taking place on Monday, June 10 in Niagara-on-the-Lake. Contact [Linda Watts](#).

2013 Riesling Experience - June 11-12, 2013 www.rieslingexperience.com

Wine Marketing and Sales Staff are encouraged to attend along with Winemakers, Viticulturists and Growers and of course, Winelovers!

You've got less than one month to register – don't be too late – this conference has sold out every year!

Go to: www.rieslingexperience.com for more information or to register ...

7th Annual Academy of Wine Business Research Conference

Registration is now open for the 7th Annual Academy of Wine Business Research Conference taking place at Brock University from June 11–15. This is the first time this international conference is hosted in Canada. Take this opportunity to meet wine business researchers from around the world. Of interest is a round panel discussion on the impact of Social Media in wine marketing, featuring panelists Michèle Bosc, Suresh Doss and Damien Wilson.

To register, please visit our conference website for instructions:
www.academyofwinebusiness.com/2013/registration.html

Early bird registration rates are in effect until May 6th, after which the rates will increase. Questions? Contact the conference coordinator, Angela agreco@brocku.ca.

RESOURCES & TOOLS

Wine Country Ontario Media Centre: <http://winecountryontario.ca/media-centre>

- Direct Media here in order to share common messages
- Find useful tools including PDFs of Wine Country Ontario: Our Story Booklet in multiple languages

Wine Country Ontario Social Media Assets:

- Twitter Handle is @winecountryont
- Facebook is <https://www.facebook.com/WineCountryOntario>

Link for members to post events on the Wine Country Ontario website:

<http://winecountryontario.ca/submit-event>

Link for members to access the Wine Council of Ontario member site:

<http://www.members.winecouncilofontario.ca/login.php>