

**March 11, 2013**

### **UPCOMING MEETINGS**

- no meetings this week

### **WINERY NEWS**

- Congratulations to Jens Gemmrich, Frogpond Farm for being recognized by the Organic Council of Ontario (OCO) for his dedication to Organics
- Congratulations to Bill and Marilyn Redelmeier, Southbrook for winning a Entrepreneurial Award in Niagara

### **EXPORT and COMPETITIONS**

- **Interactive Seminar about Mexico, March 27, 2013 in Toronto:** The Mexico market offers several advantages: proximity, the North American Free Trade Agreement (NAFTA) and the growing purchasing power of Mexican consumers. With Canada being Mexico's 2nd largest trading partner, there are many opportunities that the country has to offer to interested companies. Agriculture and Agri-Food Canada and the Canadian Food Exporters Association invite you to an information day on this market that will include Seminars: Mexican Trade Commissioners, a Mexican importer and other specialists will give presentations on this evolving market, its regulatory aspects, good business practices and winning marketing strategies to succeed in this market. One-on-one meetings: All guest speakers will be available in the afternoon, for one-on-one meetings, to answer your questions and discuss business opportunities. You are encouraged to bring samples of your products with you to the meetings.

Learn more about this program at <http://www.cfea.com/events/MexicoInvitation.pdf>  
and to register download the PDF form at  
<http://www.cfea.com/events/MexicoRegistrationForm.pdf>

- **SIAL Canada show taking place at the Direct Energy Centre in Toronto from April 30-May 2, 2013.**

SIAL is the only show in Canada that brings together so many products from around the world, attracting buyers who are increasingly seeking out products that meet the demands of their diverse and multi-ethnic clientele. Qualified buyers from distribution, retail and foodservice will be in attendance so take advantage of this event to meet and win over your future customers. SIAL Canada came to Toronto for the first time in 2011. The show was an overwhelming success and attracted buyers from Canada, the US and internationally. The top ten Canadian retailers that were represented at the show sent a combined team of over 400 buyers! Loblaw sent over 150 buyers and Sobeys over 100. Other Canadian retailers represented were: Metro, T&T Supermarkets, Walmart Canada, Longos, Costco, Whole Foods and No Frills. Close to 500 buyers were represented from US retail chains. Buyers were represented from

the following retailers: Meijer, HEB, Harbortown Market, Panoply, Safeway, Supervalu, Wegmans, Target and Haddon House. With the show's return to Toronto for 2013, SIAL organizers are expecting another fantastic group of Canadian and US buyers to be at the show! For this year they've organized a new partnership with the National Grocers Association (US) which will result in a whole new group of buyers visiting the event. To drive still further export opportunities, Ontario Ministry of Agriculture, Food and Rural Affairs, Ontario Food Export and the Quebec government will be hosting over 50 US and international buyers at SIAL Canada. Canadian exhibitors at SIAL Canada will have exclusive access to one-on-one meetings with these buyers. To date, buyers have been confirmed from such US retailers/brokers as HEB, Fairway Markets, Atlanta, Delhaize, Safeway and Wegmans. Mexican retailer/importers Commercial Hispana and Gourmet Selections have also confirmed along with UK distributor/importer Chef in a Box and Baker Bennett. Products of interest include bakery, deli, frozen prepared, beverages, confectionery and shelf stable grocery products. **Only a few spots left, don't miss out on the opportunity to meet one-on-one with the 50+ hosted international buyers.**

To learn more about this event please go to:

<http://www.cfea.com/events/sialcanada2013invite.aspx>

Or to register please complete the registration online at:

<https://www.cfea.com/events/sialcanada2013form.aspx>.

- **Competition Consolidations:**

- The next consolidation will be for Ontario Wine Awards and will take place the week of **March 25-29**.

Consult the website for more information [www.ontariowineawards.ca](http://www.ontariowineawards.ca)

The consolidation form is attached.

## **MARKETING**

- **Wine Country Ontario Travel Guides 2012 edition –**

- We still have copies of the 2012 Guides available for your wineries. The new guides will not be released till middle of May so please order and use the 2012 copies.

- **Green Living Show**

The Ontario Culinary Tourism Alliance is creating an Ontario Culinary Adventure Pavilion at The Green Living Show, Canada's largest consumer show dedicated to all things green: a pre-eminent, far-reaching environmental event that attracts enthusiastic, green-minded Canadians.

The Green Living Show and OCTA are proud partners in presenting the Ontario Culinary Adventure Pavilion with the generous support of Foodland Ontario and OMAFRA (Ontario Ministry of Agriculture, Food and Rural Affairs).

### **The Culinary Adventure**

The professionally landscaped Ontario Culinary Adventure Pavilion will take consumers on a tour of the 'tastes' of our province traveling from Ontario's South Coast, north east to Ottawa and many destinations in between. Participating destinations will be provided with a fully equipped presentation space that will allow them to showcase a producer, a chef, a winery/brewery or distiller and a destination-marketing representative. The entire area will encompass over 7000 square feet at the Green Living Show. Individual companies can also participate.

Consumers will create their own Ontario picnic, purchasing \$1 sampling tickets that can be redeemed at your station inside the Ontario Culinary Adventure Pavilion. The 2013 Ontario Culinary Adventure Guide will be distributed over the duration of the show to inspire consumers to book their next vacation to a delicious destination.

The Ontario Culinary Tourism Alliance (OCTA) is a not-for-profit industry driven organization that is actively contributing to Ontario's edible history by creating fruitful relationships between chefs and producers – from the farm up. They are leading efforts in research, education and product development to promote the growth the culinary tourism industry through local food.

More details on participating are attached as well as an application form. If you have any questions please contact the Ontario Culinary Tourism Alliance in the attachments.

### **PR & COMMUNICATION UPDATES & OPPORTUNITIES**

- **Michael Pinkus – Call for Sparkling wines**
  - Michael is doing an article for Tidings Magazine about Canadian sparkling wine and is requesting some samples from wineries. Please submit samples **DIRECTLY** to Michael at the following address by March 22nd, 2013.
  - Email: [michael@ontariowinereview.com](mailto:michael@ontariowinereview.com)
  - Michael Pinkus  
53 Burness Drive  
St. Catharines, Ontario  
L2P 1J4
  - Phone: 905-682-1527
- **Wine Align Launches Two New Competitions in Canada.**
  - Please see the attached press release for full details. The "Nationals" judging will take place in June and will take place in Niagara. Wine Country Ontario will be the primary host working to showcase Niagara to the judges/media during their time here. Wineries should make note of these new awards as entries will be open on April 1<sup>st</sup>, 2013.

## Recent Articles:

- <http://eastcoastwineries.blogspot.ca/2013/03/niagara-wine-trail-oh-canada.html?m=1>
- Rick VanSickle's piece includes his review of the new format: <http://winesinniagara.com/2013/03/the-wines-of-cuvee-2013-a-good-representation-of-the-best-of-what-ontario-does-in-vqa-wines/>
- Mike Lowe's post on the food at Cuvée: <http://winesinniagara.com/2013/03/a-grand-tasting-with-the-chefs-of-cuvee-2013-at-the-fallsview-casino-in-niagara-falls/>
- Cogeco's The Source event summary: <http://www.tvcogeco.com/niagara/gallery/the-source/6089-march-source-stories/70242-25th-cuvee-gala>
- Niagara Falls Review : <http://www.niagarafallsreview.ca/2013/03/01/a-toast-to-niagara-wines-at-cuvee>
- St. Catharines Standard: <http://www.stcatharinesstandard.ca/2013/03/01/a-toast-to-niagara-wines-at-cuvee>
- Welland Tribune: <http://www.wellandtribune.ca/2013/03/01/a-toast-to-niagara-wines-at-cuvee>