

January 17, 2011

Wine Country Ontario Travel Guide

You should have received the winery package sent out last week in preparation for the 2011 Wine Country Travel Guide. Deadline for submitting winery information is January 25th. Please call R. Foisey at the office (ext. 227) if you have any questions.

LCBO Period 10 sales results

VQA sales continue to be strong in LCBO General List. Period 10 sales increased by **17.8% by volume** and **23.2% by value** over the same period from the previous year – this compares to the increase for imports of 2.6% by volume and 7.2% by value. For the fiscal year to date, VQA sales by value have increased 17.5%, vs. the increase by imports of 2.5%.

VQA sales in Vintages have not been as positive. Sales did increase by 8.8% by volume and 10.8% by value; but this is a significant lag from the increase of import sales (which have been performing extremely well this fiscal year), which increased in period 10 by 17.9% by volume and 23.2% by value.

You can see the full period sales details on the WCO member website.

WCO Social Media campaign

Be sure to submit your winery's event to www.winesofontario.org/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

Blog is launched – <http://blog.winesofontario.org>

WCO Member's Site

We have launched the new member-only site which gives WCO Members and easy-to-use source for all your member needs. Topics will include: meeting notices, marketing programs, member benefits, industry statistics and sales data, government updates and much more. Meeting notices and minutes, upcoming events, past weekly e-blasts will all be available. Be assured, this site will not replace any of the current WCO communications but be an easy-to-access portal to find misplaced emails, documents etc.

To ensure you, as a member, have access please follow the link below to create your account. Once your application is complete – you will be sent a confirmation, within a day, to your email address to indicate your account is created.

Create your account today! Go to: <http://members.winesofontario.org/login.php> - Click on "Don't have an account? Apply Now!"

If you have any questions, please do not hesitate to contact Regina.

Winery Sales & Profitability Symposium Update:

The Winery Sales & Profitability Symposium website is now accessible and Registration is open. <http://www.winerysalesandprofitability.ca/>

Mark your calendars for March 1, 2011 at Niagara College for presentations on more effective selling, getting the best from media relations, effective use of social media and maximizing customer relations for a better bottom line.

There is something for everyone from retail staff, to managers and owners. Registration is only \$75 and that includes refreshments and lunch. Don't miss out - Send your staff and Register Now!

Bulk wine needed

Looking to purchase 2,500 – 5,000L Unoaked Chardonnay in bulk. 2010 vintage preferred. Please contact (e-mail with details) Jeff at jaubry@coyotesrunwinery.com

23rd Annual Cuvee - 2011

The Cuvee Gala is on Friday, March 4th, 2011. For more information visit www.cuvee.ca

The Cuvee media and trade tasting, hosted by the WCO, will take place on Wednesday, February 9th, 2011 at the Bank of Montreal, Toronto. As soon as we receive the results of the top scoring wine from the judging we will be requesting samples of each wine for the tasting. Wineries can expect to receive a request for samples the week of January 24.

Ontario Wine Awards

All the information you need for entering your wines is contained within the attached documents. We look forward to your participation and to working with you once again on these prestigious awards.

The forms will also be posted within the judging section at www.ontariowineawards.ca next week.

Ontario Wine Society - CUCCI Ristorante, Event Room

OWS Oakville invites you to come and celebrate the start of the New Year. And what would a new year's celebration be without a little bubbly? Try some sensational sparkling wines and a variety of luscious Icewines. Bring your friends, family and colleagues out to begin 2011 with some of the best wines Ontario has to offer.

For further details please visit: <http://www.ontariowinesociety.com/events.html>

Location: 119 Jones Street, Oakville ON, L6L E7L

Reception: 6:30

Tasting: 7:00 p.m.

Includes sumptuous snacks prepared by the Cucci culinary team

Members \$35; Non-members \$45