

December 17, 2012

My Wine Shop

This campaign continues to be strong and we encourage wineries to please become informed and involved. Visit www.mywineshop.ca and also follow the link for the most recent Campaign Update from Hillary Dawson.

[http://members.winecouncilofontario.ca/content/mywineshop/My_Wine_Shop - Update 2.pdf](http://members.winecouncilofontario.ca/content/mywineshop/My_Wine_Shop_-_Update_2.pdf)

Recent Articles re My Wine Shop:

<http://www.stcatharinesstandard.ca/2012/12/13/wine-council-pushes-private-stores-online>

<http://towineman.com/2012/12/13/just-imagine-ontario-with-private-wine-stores/>

<http://www.spottlighttoronto.com/mywineshopca-fulldetails/>

Ontario Vineyard Improvement Program – Intake 3

Intake 3 is now open and will be accepting applications for Year 3 starting December 17th, 2012 at 10:00 a.m. The scheduled close of Intake 3 is March 29th, 2013.

Further information (including application and guidebook) can be found on the OMAFRA website at: <http://www.omafra.gov.on.ca/english/rural/ovip/index.htm> , or through the GGO website at: <http://www.grapegrowersofontario.com/ovip>

PR Updates and Opportunities

Recent Articles

http://www.huffingtonpost.ca/erin-and-courtney-henderson/sparkling-wine-for-every-occasion_b_2293090.html

<http://gothicpictures.blogspot.ca/2012/12/major-tasting-of-ontario-sparkling.html>

<http://o.canada.com/2012/12/14/lock-stock-and-sparkling-wines/>

<http://www.winefox.ca/articles/red-alert-in-ontario/>

Icewine Festival

Icewine Festival is around the corner and Niagara's stakeholders, along with Wine Country Ontario have been working to collaborate to leverage all of our activities and communications. Similar to year's past, we will be hosting a number of media, bloggers and

trade in wine country during this time. The following press release pulls all of the information together and we encourage you to please read and share!

<http://www.newswire.ca/en/story/1083393/countdown-for-icewine-starts-in-wine-country-ontario>

Building on the Success of our visit with Allen Meadows (The Burghound)

We had a very successful visit with highly respected Allen Meadows (also known as the Burghound) last month. Having Allen visit Ontario was part of a long-term PR initiative designed with the hopes of getting Wine Country Ontario onto his radar. He is a big influencer with consumers (many of them Canadian) but also with other important international wine media and influencers. We successfully worked together to tell our story of how Ontario can produce quality terroir-driven wines...with a special focus on Pinot Noir (primarily), Chardonnay (secondary) and even Sparkling wines. As a result of this trip (having him visit over 3 days and be part of 2 speaking engagements) I believe we have achieved our goals and more!

Allen is so excited and interested in Ontario because of this visit that he has agreed to do a special Industry update on Ontario for his spring publication – June 2013. *In order to support this, we need wineries to submit wines.** A submission form to have Ontario VQA wines reviewed by Allen in this special publication is attached and please notice his deadline of January 15th, 2013. You will notice that the submissions are for Pinot Noir primarily and then you can also add up to two Chardonnays with your submission (you cannot send ONLY Chardonnay). Also, because he was impressed with our Sparkling wines he is making an exception to receive those submissions separately (please read the attached form carefully).

Wineries should please make arrangements on their own to submit samples to Allen Meadows but please let us know if you are sending anything. And, please email his wife Erica so she knows you are planning to send something. As I said, Canada is his 4th biggest readership and remember that these consumers are Burgundy fans.

I wanted to also express that he was also very impressed by our appellation and sub-appellation system... **"The appellation system is admirably focused and the VQA standards are sufficiently rigorous to encourage high-quality production. And speaking of quality, it is remarkable considering just how young the vines are which strongly suggests that the future is extremely promising. I for one will be following Ontario's wine quality with intense interest."** Allen Meadows, Burghound.com

Ministry of Environment – Environmental Approval Process

The Ministry of the Environment (MoE) has recently streamlined their environmental approval process with the introduction of the Environmental Compliance Approval (ECA). According to the MoE, "a single ECA addresses all of a business's emissions, discharges and wastes". If you have an existing Certificate of Approval, it will continue to apply as if it were an ECA. More information on environmental approvals in Ontario can be found at http://www.ene.gov.on.ca/environment/en/industry/assessment_and_approvals/environmental_approvals/STDPROD_097095.html

Cuvée 2013 – Exciting format changes

2013 marks the 25th anniversary of Cuvée and we are pleased to support and endorse the positive changes the advisory committee has made to continue to showcase the excellence of Ontario VQA wine at this important weekend. While Cuvée activities take place in the Niagara Region, all wineries in the province benefit from Cuvée and we encourage them to participate in the Cuvée Gala.

The Niagara Community Foundation is proud to present Cuvée 2013 and invites participation of all Ontario wineries that produce VQA wine. This year the Cuvée Weekend Experience will be from March 1st to March 3rd, with the Gala taking place on Friday, March 1st, 2013 in the Grand Event Room of the Fallsview Casino Resort in Niagara Falls.

As in previous years, this weekend wine experience includes Cuvée Gala and Cuvée en Route, both of which are available to the public. The Cuvée Awards have been replaced with an invitation to participating winemakers to pour a singular, very special VQA wine – one that they have chosen themselves as their personal favourite.

The **Niagara Community Foundation** and the **Cuvée Committee** are very excited about the new changes for **Cuvée 2013 - Silver Anniversary Celebrations**.

Why are we excited?

- New **Grand Tasting** format at the Gala reflects a stronger emphasis on an expanded and focused consumer experience while keeping Cuvée a leading edge event.
- New longer hours of the event allows for better value to both wineries & guests as each guest will have a higher chance to taste wines from more wineries during the night.
 - 7:30pm -10:00pm: Consumers taste the wines with a focus on table wines first (as selected by the winemaker as best/favourite)
 - 9:30pm – Midnight: Apres Cuvée offers a transition into Sparkling & Icewine Bars along with a Craft Brewery Bar and an extended Table Wine Bar (cross section of wines from Grand Tasting)

NOTE: The last few Cuvée's have had the public experience running from 7:30pm -10:30pm and we felt the guests needed more value for their ticket price. With guests all dressed up and at the Casino for the Gala, we should be maximizing their wine and culinary experiences.

Cuvée is looking forward to Ontario wineries in their participation and support of the Silver Anniversary Celebration featuring the new Grand Tasting Gala and much missed Apres Cuvée!

What others are saying about the exciting changes to the format of Cuvée

"I think it's a great idea. I'm looking forward to attending."

Billy Munnelly

Billy's Best Bottles

"I think this new format is a wonderful way to celebrate the silver anniversary of Cuvee. It demonstrates the progress and alterations Cuvee has made over the 25 years of existence to remain relevant. I believe this new structure is refreshing for both industry and consumers

attendees alike. And the re-introduction of Cuvee Après should delight everyone as well. It's the perfect time for a change."

Sue-Ann Staff

Sue-Ann Staff Estate Winery

"Wow, big changes! Exciting. 13th Street looks forward to participating."

Peter Bodnar Rod

13th Street Winery

Niagara Community Foundation Summary

The Niagara Community Foundation took over Cuvée in 2004 from Grey Gables School.

Why?

Looking for fundraiser to assist the work of the foundation in supporting charities and donors across Niagara.

What has Cuvée enabled the Foundation to do?

Supported our work with charities across Niagara – in 2011 we processed 245 grants (up from 50 in 2003). With move to Casino in 2007, enabled Cuvée to achieve financial goals – has raised between \$50,000 and \$65,000 annually – move was critical to our commitment to continue Cuvée.

How has the foundation partnered with Niagara's wine industry & our agricultural community?

- Created the **Grape & Wine Industry Education Research Fund** – currently working with Niagara College on using this fund to support an internship program for industry-related research projects
- Working with local donors to build capital in the **Children of Niagara's Migrant Workers Award Endowment Fund** – partnering again with Brock and Niagara College – the first student has been accepted to Brock who have provided a bursary to cover 100% of her tuition - goal is that the fund will be able to support the annual living costs for the student
- Local donor created the **Lincoln County Fair Endowment Fund**
- Recruited Doug Whitty from 13th Street Winery to join the foundation board in 2011
- For the past 10 years we have promoted excellence in Ontario winemaking through Cuvée

Cuvee Committee Members:

Ken Douglas - Cofounder, former winery owner, former Chair and President of VQAO.

David Bergen - Cofounder.

Debi Pratt - Inniskillin, Jackson-Triggs; original committee member

Barb Tatarnic - CCOVI.

Linda Bramble - Educator, Wine Writer

Linda Watts - Wine Country Ontario / Wine Council of Ontario

Magdalena Kaiser-Smit - Wine Country Ontario / Wine Council of Ontario

Astrid Neuland - Volunteer, Submissions.

Erin Mitchell, Chris Alderson - Loud + Clear Communications.

Frank Caplan - Volunteer,
Jim Duncan - Executive Sous Chef, Fallsview Casino Resort
Mark Hand - Volunteer, Chef
Liz Palmieri - Executive Director, Niagara Community Foundation
JoAnne Krick - Niagara Community Foundation Manager

To confirm your participation in Cuvée 2013, please reply to:
joanne.krick@niagaracommunityfoundation.org and she will send you the submission forms.

Please note that only wineries with a retail store (and that includes wineries whose store is web-based) may participate in Cuvée.

If you have any questions, please don't hesitate to contact JoAnne Krick at 905-684-8688.

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 (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 if you would like to express interest in the bus offer.

Tanks available for sale

7 – 1200 L stainless steel variable capacity tanks available for sale. Purchased in 2006. Good condition. Please contact Roselyn at roselyn@cattailcreek.ca or 905-988-9463.