

March 12, 2012

Upcoming Meetings

- **Tuesday, April 24, 2012**
WCO Town Hall Meeting
Location to be Determined
9:30am – 3:00pm

REMINDER

AGCO Rules state that all winery retail stores are to be closed on Good Friday (April 6th) and Easter Sunday (April 8th). A full listing of winery retail store mandatory closing dates is available on the AGCO website. www.agco.on.ca/pdfs/en/guides/3168_a.pdf

PR Efforts – Wineries, please support our PR efforts and share the VQA economic impact and growth story!

****New Posters Available for winery retail stores. (Please contact the WCO to order)**

Keep the Buzz Going! \$12.29 is the economic impact of purchasing VQA wine. One of the core message for consumers is that “Buying VQA=Growing Ontario”.

Wineries please help us share this good news story within your various communication outlets including newsletters, blogs, websites, Facebook and Twitter (Twitter Hashtag #VQAadds12bucksplus)

Key Messages:

- Buying VQA=Growing Ontario
- Your VQA wine Purchase = 12.29 for Ontario

Follow: <http://www.winecouncilofontario.ca> for the Press release and KPMG study.

Noteworthy Media Coverage:

Ontario Wine Country: The New Frontier for Riesling and Pinot Noir By: Ian D'Agata
http://www.wineaccess.com/expert/tanzer/intro.html?content_id=93118

The Cuvée Awards: An Outpouring of Ontario's Best Wines by Gord Stimmell
<http://www.winefox.ca/articles/the-cuvee-awards-an-outpouring-of-ontarios-best-wines/>

Competition Reminders

Ontario Wine Awards

The entry forms for the Ontario Wine Awards can be found on the website www.ontariowineawards.ca The wine consolidation will take place in Niagara from Wed. March 14 to Wed. March 21. Contact Linda Watts for information.

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-write the postings.*** As we approach summer and more events are posted, your attention to this matter is much appreciated.