

April 22, 2013

Upcoming Meetings

- **WCO Town Hall Meeting**
Wednesday, April 24, 2013
2:00pm – 5:00pm followed by social
Rockway Vineyards

NEW MEMBERS FOR THE WCO

We are very pleased to welcome 6 new members to the WCO. New members are:

From Prince Edward County –

Harwood Estate Vineyards <http://www.harwoodestatevineyards.com>

Lacey Estates Winery <http://www.laceyestates.com>

From Lake Erie North Shore –

Oxley Estate Winery <http://www.oxleyestatewinery.com>

From the southern Georgian Bay region (Grey County) –

Coffin Ridge Boutique Winery <http://www.coffinridge.ca>

Georgian Hills Vineyards <http://www.georgianhillsvineyards.ca>

From Niagara (Beamsville bench) –

Vieni Estates (website under development, winery opening in late spring)

This brings the total membership of the Wine Council to 85 members.

HEALTH & SAFETY UPDATE

We have been advised by a number of members that as promised, the Ministry of Labour has begun their visits to wineries in the Niagara area. Members are encouraged to ensure **immediately** that all aspects of business operations are in compliance with current regulations.

The recent seminars led by Ernie Kerst were well received by attendees. Any winery who was not able to attend either of the sessions, wishing to receive copies of the material distributed, should contact D. Gibson at the WCO office. Materials include the Pocket Ontario OH&S Act & Regulations, a Guide to Winery Health and Safety and other policy examples and checklists. Cost of these materials is \$150 per winery (the cost has been significantly underwritten by the WCO).

MARKETING

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

CONSUMER SHOWS

Sip & Savour Ontario Event - June 19, 2013 - Winery Registration

Welcome to this year's winery registration (**PART ONE**) for the annual **Sip & Savour Ontario Consumer Event**, in support of Houselink, being held on **June 19, 2013**.

Location & Timing - Wednesday, June 19, 2013

The Distillery Historic District
Fermenting Cellar
55 Mill Street, Toronto
VIP Hour: 6:30pm to 7:30pm
Consumer Event: 7:30pm to 10:00pm

Registration – Deadline is Tuesday, April 30

**** PLEASE READ ALL ONLINE INSTRUCTIONS AND REVIEW YOUR INFORMATION BEFORE SUBMITTING YOUR FORM**

Participation forms are required to be completed on-line. Please click on the following link, or cut and paste it into your browser to complete your registration:

<http://www.surveymonkey.com/s/2013RegistrationPartOne>

Participation Fee

\$495.00 plus HST - includes turn-key operation. Wineries will be required to provide sufficient staff to work their table.

Maximum Number of Wineries & Eligibility

This program is open to all Ontario VQA wineries who entered wines into the 2013 Ontario Wine Awards competition and only VQA wines can be poured (maximum of four). Please note that **30 wineries** is the maximum number we can accommodate. Space will be allocated on a first-come first-serve basis, so please submit your participation form as soon as possible to hold your spot. When your form is received online, a notice of participation, along with an invoice, will be sent to you by email within a few days.

NOTE: Payment is due upon receipt and must be received by April 30 to guarantee your participation.

Contact, Sandy Kurbis
The Forefront Communications Network Inc.
Tel: 416-398-3335 Ext. 2#
sandy@forefrontcom.com

PR & COMMUNICATION UPDATES & OPPORTUNITIES

Recent Articles:

- <http://www.theglobeandmail.com/report-on-business/rob-magazine/asias-favourite-canadian-export/article10311708/?page=all>

WINE COMPETITIONS – Details and Entry Information

Please note that registration is now 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>

Opportunity for Ontario Wineries

The **Metro Toronto Convention Center** is updating their wine list and looking for Ontario wine samples for an upcoming tasting that will determine the wines that will be featured at the MTCC starting July 2013.

If you would like to be considered for the feature wine program, please fill out the attached form and send it in, along with 2 bottles of each entry to:

Metropolitan Toronto Convention Centre
East Loading Docks
255 Front St. West
Toronto, ON
M5V 2W6

Attn: Dyane Baxter, Feature Wine Program

To be considered, **entries should be received no later than Tuesday, April 23, 2013.**

Should you have any questions, please contact Dyane Baxter at dbaxter@mtccc.com or 416-585-8113.

Please see the attached form and instructions for wine submissions.

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.