

December 20, 2010

Happy Holidays!

We would like to wish everyone a very happy Holiday Season and all the best for the coming New Year. Please be advised that the Wine Council of Ontario office will be closing at 12:00pm on Thursday, December 23rd and will reopen on Tuesday, January 4th.

LCBO Period 9 sales results

VQA sales continue to be strong in LCBO General List. Period 9 sales increased by **16.4% by volume** and **20.8% by value** over the same period from the previous year – this compares to the increase for imports of 1.5% by volume and 5.5% by value. For the fiscal year to date, VQA sales by value have increased 16.4%, vs. the increase by imports of 2.0%.

VQA sales in Vintages were not as positive. Sales increased by only 0.8% by volume and **decreased** 0.9% by value; this is a significant lag from the increase of import sales (which have been performing extremely well this fiscal year), which increased in period 9 by 12.1% by volume and 13.6% by value.

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

Cool Climate Chardonnay Tasting in New York

There has been great interest in taking on the Big Apple! In addition to solid support from BC and ON, we have had our first response from NS.

The entry forms are attached. If you have any problems opening them, please contact Bill Redelmeier.

The judging will take place on January 16 in Toronto. This means that all of the entries must be in by Jan 11 2011, with the wines at Southbrook to be collated and flighted for the tastings.

The invitations for the judges to take part have gone out. So far David Lawrason, John Szabo, Michael Pinkus and of course Head Judge Tony Aspler are already confirmed.

If you are interested in taking part in this tasting, could you please respond to this email, without committing yourself; likewise if you would like to be taken off of this distribution list, please contact Bill Redelmeier at Southbrook Vineyards at: bill@southbrook.com or 905 641 2548

Change in tax classification for Farm Bunkhouses

If your farm has a residence that houses temporary workers, the tax classification rate will change from 'residential' to 'farm', effective January 1, 2011 (the farm rate is 75 per cent lower than the residential rate). Further details can be seen at:

<http://news.ontario.ca/mof/en/2010/12/providing-tax-relief-for-farmers.html>

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.

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 – check out the newly launched Wine Country Ontario BLOG at <http://blog.winesofontario.org>

VQA Restaurant Award of Excellence – Winery Sales Representatives Award

For 2010, the Wine Council of Ontario introduced an incentive to licensee's sales representatives to increase the number of new VQA Restaurant Award of Excellence recipients.

Congratulations to the winners of the 2010 incentive award:

Erin Salmon, Cave Spring Cellars - 1st place - \$250 Gift Certificate to Gold VQA Restaurant of choosing.

Melodie O'Rourke, Mike Weir Wine - 2nd place - \$150 Gift Certificate to Gold VQA Restaurant of choosing.

Cameron West, Vineland Estates Winery - 3rd place - \$100 Gift Certificate to Gold VQA Restaurant of choosing.

Contact Linda Watts for more information.

Applications for the VQA Restaurant Award of Excellence are accepted year round and available at http://www.winesofontario.org/content/VQA_Award_Application.pdf