

April 8, 2013

UPCOMING MEETINGS

- **WCO Town Hall Meeting**
Wednesday, April 24, 2013
Location and Time will be sent out shortly

MARKETING

2013 Travel Guide - Signoffs – Guide signoffs were sent via email this morning to all wineries. We will be asking for a quick turnaround this year. Deadline is Wed, April 10th. Please respond ASAP so we can revise if necessary. Thanks everyone for your attention to this!

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

6th Annual Café Taste Summer Ontario Wine Fair

cafeTaste: Events will again be hosting a day where Ontario wineries can market and pour wines for customers who have a demonstrated interest in local wines. There is no fee to the wineries to showcase your wines. Instead, each winery will be paid a \$50.00 honourarium upon arrival to present your wines: this is about getting exposure for local producers! Please note we will also feed your staff during their shift.

We have moved around the corner to another venue, and though this new space is much larger, as always, space is finite so wineries will be chosen on a first come, first registered basis, with priority going to wineries who we were unable to accommodate during last year's fair.

A fantastic logistical consideration of the new space, is as this years' venue is larger, there will only be a single tasting window (making for a much shorter day for all of us). Late lunch/dinner will be served for the winery staff upon your arrival for the evening's festivities.

Each guest is provided a program of the wines presented and are asked to vote on their favorite, which be presented as the People's Choice Awards

We will be providing cheese tables featuring dozens of Ontario cheeses and charcuterie to pair with the wines poured.

Each winery should bring own marketing/sales material and order forms to give guests opportunity to purchase wines.

To summarize:

- 1) The date is SATURDAY June 29th, at Pia Boumans Studio, 6 Noble Street, Toronto **(NOT our previous location)** and goes from 5:00PM till 10:00PM.
- 2) Each winery will receive a \$50.00 honourarium for presenting their wines.
- 3) Each winery will have a table, signage, linen, glassware, ice & spit-bucket provided.
****NOTE:** though we provide ice, your own container needs to be supplied by you.
- 4) Each winery provides staff to speak about the wines and can pour whatever they wish (we suggest at least 1 white and 1 red, but you are free to bring whatever you wish).
- 5) Wine reps are asked to arrive at 4 PM to set-up. Doors open at 5PM promptly. Dinner will be served to your rep as they arrive.
- 6) All programs, printing, signage, ice, manning the door/floor, registration, food for guests, set-up/clean-up, plus other logistical considerations will be handled by cafeTaste: EVENTS.
- 7) Each winery must provide a list of what is being poured by May 1st for inclusion in the program/notebook being handed-out to attendance.
- 8) PLEASE spread the word! We require each participating winery to advertise the show to bring as much exposure to Ontario wines as possible!

Please R.S.V.P. your attendance by e-mailing cafetastetoronto@gmail.com or calling [416-536-7748](tel:416-536-7748) before March 31st.

PR & COMMUNICATION UPDATES & OPPORTUNITIES

Rod Phillips annual call for wine

In 2008, Rod began to write **The 500 Best-Value Wines in the LCBO**, and it quickly became a best-seller. Coming out in October each year, it is a natural as a present/stocking-stuffer, and it has sold spectacularly on-line and from stores like Chapters/Indigo and Costco. The current edition (2013) has again sold very well. It topped wine book and wine guide sales a number of times on Amazon.ca.

Rod is currently working on the next (2014) edition and is looking for wineries to send him samples of all your General List LCBO and Vintages Essentials wines to consider for the next (2014) edition. Please include all wines, including table, sparkling, sweet and fortified categories. He tastes all the wines each year, and then selects the 500 that deliver the best value. They are given a rating out of five stars, a crisp description, and price and other information. He will also use many of the wines for reviews in his Ottawa Citizen columns and other places that he reviews wine.

Please send your wines **DIRECTLY TO ROD** by **April 19, 2013**, and please send full price, CSPC and availability information (General List/Vintages Essentials) for each wine.

Samples should be shipped to:

Rod Phillips
278 Holmwood Avenue
Ottawa, ON K1S 2R3
Tel: 613 769 5236

If you have any questions, please e-mail Rod at rodphillips@worldsofwine.com

Recent Articles:

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

The World of Fine Wine Magazine – see attached.

We are excited to share the news that Ontario was included in this prestigious wine magazine. Stephen Brook, because of his visit to Ontario for the i4c recommended that Ontario be considered as one of the regions when reviewing Chardonnay from North America. As you can see from the article, Ontario faired extremely well as a region and stands shoulder to shoulder with many exceptional wines from the new world. This is a big win for our industry with respect to international recognition.

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.