



Wine
Country
Ontario™

Wine Country Ontario –

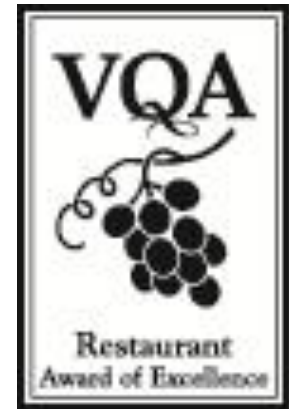
**We Love Wine Country Ontario
Restaurant Recognition Program**

Town Hall February 2014



Restaurant Recognition

- Started in 2004
 - VQA Restaurant Award of Excellence
 - 27 restaurants in 2004 increasing to 180+ currently
- Re-Energizing the program
 - We Love Wine Country Ontario
 - Recognizes licensees that are offering their patrons Ontario VQA wines
 - Ongoing intake of applications
 - Benefits
 - Window Clings
 - Option to have framed certificate
 - Website listing & Find/Mapping tool
 - Print campaign highlighting recognized licensees
 - Logo use for menus and website





How a Winery can promote the *We Love Wine Country Ontario* program

- Current *We Love Wine Country Ontario* recognized licensees
 - View the list - available online at www.winecountryontario.ca
- You can encourage restaurants to be a recognized We Love Wine Country Ontario recipient
 - Wineries can Nominate them – go to www.winecountryontario.ca
- Encourage restaurants to visit www.winecountryontario.ca/trade-resources for more information on Ontario VQA wines, contact information for Ontario wineries, access tools for server training, sign up for Licensee & Trade e-newsletter.
- Year-round intake, no deadline to apply but the sooner restaurants apply the more benefits they will receive from the planned promotion in late summer, fall 2014.



Online application and nomination forms

Anyone can nominate
a licensee here

The screenshot shows the 'WE LOVE WINE COUNTRY ONTARIO: NOMINATION FORM' page. It features a header with the organization's logo and a navigation bar. The main content area includes a 'WINE ROUTE PLANNER' section and a nomination form. The form has fields for 'Your name', 'Your phone number', 'Your email address', 'Name of restaurant', 'Restaurant contact name', 'Restaurant phone number', 'Restaurant city', and 'Restaurant address'. A 'Submit' button is located at the bottom of the form. The footer contains links for 'Français', 'Contact us', 'Media Centre', 'Trade resources', and 'Legal'.

The screenshot shows the 'WE LOVE WINE COUNTRY ONTARIO: APPLICATION FORM' page. It features a header with the organization's logo and a navigation bar. The main content area includes a 'RESTAURANT RECOGNITION' section and an application form. The form has fields for 'Restaurant Name', 'Street Address', 'City/Town', 'Mailing Address', 'Postal Code', 'Telephone', 'Reservation Line', 'Website', 'Facebook', and 'Twitter'. A 'Submit' button is located at the bottom of the form. The footer contains links for 'Français', 'Contact us', 'Media Centre', 'Trade resources', and 'Legal'.

Licensees submit
application and wine list
here



Promotional Plan

- Goal is to increase the number of restaurants on the list between now and July 31, 2014 from 180+ to 300.
- Ongoing promotional advertising showcasing the recognized restaurants both in print and digitally, in fall and winter
- Social Media campaigns through Facebook and Twitter
- Currently developing:
 - New look for Tent cards and if any of you need more, let me know
 - New look of certificates for recognized restaurants,
 - Cheat Sheet for server staff focusing on:
 - VQA Ontario wine and Appellations



OCTA – Feast ON program

- Feast ON is a program that launched in January and designed to help the consumer experience restaurants of all shapes and sizes that champion Ontario food and drink. From food trucks to fine dining, consumers will be able to discover a true taste of place in restaurants that have the certified taste of Ontario designation.
- Community Connectors . OCTA has brought together a team of food (and drink!) lovers—called Community Connectors—strategically placed across the province to help make Feast ON work and at the same time promote the We Love Wine Country Ontario restaurant recognition program.





Program Alignment

FeastON

- Criteria

- 25% of total annual food receipts reflect Ontario food purchases
- 25% of annual beverage receipts reflect Ontario beverage purchases

- Cost - the application fee is \$100 (+ HST) & \$250 activation fee (+ HST) and \$350 annual renewal fee.



We Love Wine Country Ontario

- Criteria

- Minimum 25% by bottle and glass and/or 25 listings

- No Cost

