

April 15, 2013

Upcoming Meetings

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

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

Sad News - Globe and Mail, Saturday, April 6th, 2013 - RITCHIE, Barbara

It is with sad and heavy hearts that we must tell you that we lost our most treasured Barbara on Friday, April 5, 2013. She rejoins her beloved identical twin, Ann, who left this earth on April 11, 1996. She also rejoins her parents, Phyl and Ron Ritchie, and will be deeply missed by her sisters - Margot, Janet and Heather, and her nephew, Michael. Barbara and Ann were highly respected in the wine and investment worlds. There will be a celebration of their lives. See email circulated earlier today for details.

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>

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.