

October 25, 2010

Upcoming Meetings

- **Thursday, October 28, 2010**
WCO Town Hall Meeting
9:30am – 3:00am
Pillitteri Estates Winery

Enhancing PR and Media Communications

Last week a communication was sent out to members with the goal of gathering updated **“Winery Media Information”** for each winery. I have asked each of you to provide brief summaries to give media a **“quick snapshot”** of each of your wineries as I like to use them for FAMS. A template was provided as a guideline and I have already received several. I look forward to receiving these by mid November as they will help enhance our communications with the media.

If you have any questions, please contact magdalena@winesofontario.org.

Period 7 LCBO Sales Results

Period 7 sales results at the LCBO have just been released. Highlights are (all results are for net sales, as compared to the same period previous year):

General List:	VQA	UP	18.9%
	Imports	UP	8.2%
	Overall	UP	8.1%
Vintages:	VQA table	DOWN	-0.2%
	Import table	UP	20.7%
	Overall	UP	18.0%

Consumer Wine Shows

This is a reminder that the wine consolidations for the Ottawa Wine & Food Show are this week. If you missed the memo sent out on Oct. 20 contact Linda Watts.

There is one pod available in the Wine Country Ontario booth at the Ottawa Wine & Food Show – Nov. 5-7. Also, there is still limited availability to participate in the Gourmet Food & Wine Expo, Nov. 18-21. Contact Linda for participation information on any consumer shows.

Royal Agricultural Winter Fair Wine Competition

Just a quick reminder that the deadline for entries for The Royal Agricultural Winter Fair Wine Competition is drawing to a close on October 28.

Online entries can be completed via <http://royalfair.org/EnterOnline>

ORHMA Ottawa Restaurant and Hotel Gala

The WCO is working with ORHMA Ottawa Region again this year and would like to invite members to participate in the annual "Ottawa Restaurant Awards Gala" held on January 17, 2010. This is one of Ottawa's premier culinary events held at the Westin Hotel and attended by the city's hotel and restaurant owners, managers and their staff.

During the evening, awards are given for high profile categories including, Ottawa's Favourite Restaurant (People's Choice Award), Restaurateur of the Year, Lifetime Achievement Award, and Ottawa's Best Chef Award, among others.

As in past years, they intend on featuring Ontario Food and Wine and will continue to pair Ontario VQA wines with each of the six food stations in addition to Ontario VQA wines being poured during the pre-dinner reception. The Ottawa Board is hoping that wineries will donate their product (3-4 cases each) to this event. It will be a great opportunity for them to meet the people that currently pour their wines and hopefully attract new business too.

Attendance is expected at 350-400 guests and the participating wineries will be given Key profile in all promotional material produced for this exciting and not-to-be-missed evening.

I am looking for 7 wineries to participate in this opportunity. Contact Linda to participate.

MPP VQA Restaurant Award Challenge

On Thursday, December 2 we are organizing the MPP VQA Restaurant Award Challenge event in collaboration with Minister Bradley at Queen's Park from 11:30am-1:30pm. Minister Bradley will challenge his colleague MPP's to compete for the largest number of VQA Restaurant Award of Excellence winners in their riding. Following the challenge there will be a light lunch with wine. 50-75 MPP's and media will attend the challenge and lunch. We are inviting 5 restaurants to participate and provide the catering for lunch as well as 5 wineries to partner with each restaurant and provide wine pairings. Restaurants and wineries can contact Linda to participate.

Taste Ontario and Winterlude

Monday, February 7 is the date for the Taste Ontario Trade and Vintages Consumer tastings in Ottawa during Winterlude. Vintages is selecting the wineries to participate in the consumer tasting and we will be coordinating the trade tasting. Watch for participation details this week. Contact Linda for information.