

May 30, 2012

Upcoming Meetings

- **Tuesday, June 12, 2012**
WCO Annual General Meeting
Cave Spring Cellars
9:30am – 3:00pm

“The Stop” looking for Ontario wines for a special event

The Stop (www.thestop.org) is creating a tribute to old (mostly Italian) families that came to Canada and built up amazing backyard gardens, cooked beautiful meals from scratch and then ate family style at the table with good wine and great company. Four of Toronto's top Italian chefs (Lorenzo Loseto-George; Chris Brown-The Stop, Craig Harding - Campagnolo and Elena from Noce) will prepare a locally sourced family style meal for 300 members of Toronto's vibrant and influential Italian community. The tickets are \$200.00 each.

Roz Heintzman of The Stop is looking for 3 Ontario wines: a sparkling, a red and a white. Three different wineries have the opportunity to participate by providing one of the above. They are hoping to negotiate a “buy one case...have one case donated” option. Each participating winery would receive 2 tickets to the event.

Please Contact Roz Heintzman of The Stop Community Food Centre
roz@thestop.org (416)652-1602 x 245

VQA Wine Support Program update

The fiscal year ended March 31, 2012 was the 3rd year of the 5 year VQA support program on sales through the LCBO. As participants are aware, they must complete the ‘application form’ and other documentation on an annual basis.

We have been informed by MEDI that the updated application forms will be available on the MEDI website (see http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_vqa_en.jsp) shortly after the May 19-21 long weekend. Further information will be coming directly to wineries from MEDI. Consistent with previous years, MEDI’s plan is to distribute amounts owed prior to Labour Day.

Vancouver International Wine Festival

Applications for the 2013 Vancouver International Wine Festival are now open until **June 15, 2012**. The 35th annual Festival will feature **California** as the Theme Region and **Chardonnay** as the Global Focus. <http://www.playhousewinefest.com>

Please review the [Winery Application Guidelines](#) and [Special Event Guidelines & Proposals](#) before you begin the application process.

All applications will be reviewed by a knowledgeable Winery Selection Committee. The first round of selected wineries will be announced (embargoed) on **July 12, 2012**. Winery Dinner Proposals will

be open to selected wineries from **July 15** until **August 15, 2012**. For additional information, please contact Festival Administrator [Visnja Vukelich](#).

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-write the postings.*** As we approach summer and more events are posted, your attention to this matter is much appreciated.