

January 10, 2011

Upcoming Meetings

- **Thursday, January 13, 2011**
WCO Tourism Committee Meeting
9:30am – 11:30am
WCO Office
- **Thursday, January 13, 2011**
WCO Marketing Committee Meeting
2:00pm – 4:00pm
WCO Office

Attempt to Break Guinness World Records™ record - 4pm on January 14th, 2011

On the eve of Wine Country Ontario's annual Niagara Icewine Festival and celebrations, the Wine Council of Ontario will attempt to break a **Guinness World Records™ record** for the **Largest Wine Flute** using Ontario Icewine. A Guinness World Records™ Adjudicator will travel from NYC to the Niagara wine region of Ontario, Canada to witness the attempt.

Many wineries have already responded and are participating in this event by having a winemaker or winery principal pour their Icewine into the Icewine flute modeled on a design by Riedel – the original creator of the Icewine Glass. A final list of participants and details of the agenda will be e-mailed separately. If you are interested and have not responded, please contact Magdalena@winesofontario.org immediately.

How members can help leverage PR through traditional and social media tools:

- Press Release about the event – forward to as many friends and contacts as possible
- Website and/or Blogs – post a comment on your website about the event
- Facebook – create an event on your facebook page and invite your friends to come to the event (as it is open to the public) or to watch it live on our website at 4pm that day.
- Twitter – initiate or engage in conversations about the event. Use #icewine hashtag. Follow and retweet @winecountryont and/or @mkaisersmit

Spectators are invited to share in the excitement starting promptly at 4pm in the Foyer of the Grand Ballroom at the Fallsview Casino Resort. Once filled, the flute will stay on display during the evening of January 14th, 2011 for the Icewine Festival Gala where attendees will have the opportunity to take a memorable photograph with the flute.

Key messages:

- Ontario is the global leader for Icewine and breaking a Guinness World Records™ record using Icewine is a fun way to get people excited about this Ontario treasure
- Wine Country Ontario is also a unique wine region and travel destination in that we celebrate during the winter months with numerous wine and culinary activities surrounding the Niagara Icewine Festival

Wine Country Ontario Travel Guide

Look for the winery package sent out this week as we prepare for the 2011 Wine Country Travel Guide. Deadline for winery information is January 25th.

Winery Sales & Profitability Symposium Update:

The Winery Sales & Profitability Symposium website is now accessible and Registration is open. <http://www.winerysalesandprofitability.ca/>

Mark your calendars for March 1, 2011 at Niagara College for presentations on more effective selling, getting the best from media relations, effective use of social media and maximizing customer relations for a better bottom line.

There is something for everyone from retail staff, to managers and owners. Registration is only \$75 and that includes refreshments and lunch. Don't miss out - Send your staff and Register Now!

LCBO Period 9 sales results

VQA sales continue to be strong in LCBO General List. Period 9 sales increased by **16.4% by volume** and **20.8% by value** over the same period from the previous year – this compares to the increase for imports of 1.5% by volume and 5.5% by value. For the fiscal year to date, VQA sales by value have increased 16.4%, vs. the increase by imports of 2.0%.

VQA sales in Vintages were not as positive. Sales increased by only 0.8% by volume and **decreased** 0.9% by value; this is a significant lag from the increase of import sales (which have been performing extremely well this fiscal year), which increased in period 9 by 12.1% by volume and 13.6% by value.

You can see the full period sales details on the WCO member website.

Cool Climate Chardonnay Tasting in New York

There has been great interest in taking on the Big Apple! In addition to solid support from BC and ON, we have had our first response from NS.

The entry forms are attached. If you have any problems opening them, please contact Bill Redelmeier.

The judging will take place on January 16 in Toronto. This means that all of the entries must be in by Jan 11 2011, with the wines at Southbrook to be collated and flighted for the tastings.

The invitations for the judges to take part have gone out. So far David Lawrason, John Szabo, Michael Pinkus and of course Head Judge Tony Aspler are already confirmed.

If you are interested in taking part in this tasting, could you please respond to this email, without committing yourself; likewise if you would like to be taken off of this distribution list, please contact Bill Redelmeier at Southbrook Vineyards at: bill@southbrook.com or 905 641 2548

Change in tax classification for Farm Bunkhouses

If your farm has a residence that houses temporary workers, the tax classification rate will change from 'residential' to 'farm', effective January 1, 2011 (the farm rate is 75 per cent lower than the residential rate). Further details can be seen at:

<http://news.ontario.ca/mof/en/2010/12/providing-tax-relief-for-farmers.html>

WCO Member's Site

We have launched the new member-only site which gives WCO Members and easy-to-use source for all your member needs. Topics will include: meeting notices, marketing programs, member benefits, industry statistics and sales data, government updates and much more. Meeting notices and minutes, upcoming events, past weekly e-blasts will all be available. Be assured, this site will not replace any of the current WCO communications but be an easy-to-access portal to find misplaced emails, documents etc.

To ensure you, as a member, have access please follow the link below to create your account. Once your application is complete – you will be sent a confirmation, within a day, to your email address to indicate your account is created.

Create your account today! Go to: <http://members.winesofontario.org/login.php> - Click on "Don't have an account? Apply Now!"

If you have any questions, please do not hesitate to contact Regina.

WCO Social Media campaign

Be sure to submit your winery's event to www.winesofontario.org/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.

Blog is launched – <http://blog.winesofontario.org>

23nd Annual Cuvee - 2011

The Cuvee Gala is on Friday, March 4th, 2011. For more information visit www.cuvee.ca

The Cuvee media and trade tasting, hosted by the WCO, will take place on Wednesday, February 9th, 2011 at the Bank of Montreal, Toronto. As soon as we receive the results of the top scoring wine from the judging we will be requesting samples of each wine for the tasting. Wineries can expect to receive a request for samples the week of January 24.

Ontario Wine Awards

All the information you need for entering your wines is contained within the attached documents. We look forward to your participation and to working with you once again on these prestigious awards.

The forms will also be posted within the judging section at www.ontariowineawards.ca next week.

2011 Competition Consolidations

The memo for industry consolidations is attached. Contact Linda Watts.