

April 4, 2011

New Members of the WCO

Effective April 1, 2011, the WCO is very pleased to welcome 9 new 'full' winery members and 2 new 'associate' members to the organization. The new members are:

Full members:

Aure Wines	Beamsville
Between the Lines Family Estate Winery	Niagara-on-the-Lake
Colaneri Estate Winery	Niagara-on-the-Lake
Hernder Estate Wines (and Harvest Estate Wines)	St. Catharines
Hinterbrook Estate Winery	Niagara-on-the-Lake
Ridge Road Estate Winery	Stoney Creek
Smith & Wilson Estate Winery	Blenheim
Stoney Ridge Estate Winery	Vineland
Sue-Ann Staff Estate Winery	Jordan

Associate members:

Generations Wine Company
2027 Cellars

This brings total membership to 84 wineries. Welcome to our new members!

Easter Weekend

Just a reminder, Winery Retail stores are to be closed on Good Friday (April 22) and Easter Sunday (April 24) as per AGCO regulations.

Sustainable Winemaking Ontario – TIME SENSITIVE

This year's version of the Sustainable Winemaking Ontario survey is now available on the Wine Council member's site at members.winesofontario.org. For your convenience, we have made a number of improvements to the survey including the online submission form and access to last year's survey responses, if applicable.

By completing the survey you will help foster the growth of the Sustainable Winemaking Ontario (SWO) program.

Deadline is April 11th, those completed by this date will show their involvement as a SWO participant in the 2011 Wine Country Ontario Travel Guide with a green leaf symbol.

Participate Today!!!

You may access the survey by:

1. Logging on at: <http://members.winesofontario.org>
 - a. If you don't have an account click *Apply Now* and you will receive an e-mail to confirm your membership on the website within a few hours
2. Enter the survey by selecting *Winery Sustainability Survey* from the left navigation bar
3. Clicking the *Start the Survey!* box in the bottom right corner

The survey should take approximately one or two hours to finish. While completing the survey you may leave at any point and your progress will be saved up to your most recently answered question.

Thank you for your involvement in the program and we welcome any other feedback you may have, send to regina.foisey@winesofontario.org

Amendment to Wine Content and Labelling Act (WCLA)

The Province announced this week that they have ruled on the minimum domestic content requirements for 'blended' (ICB) wines after March 2014. Current regulations are for any bottle of ICB wine to contain a minimum of 25% domestic content, with the overall average set at 40% for all ICB wines produced by that company.

The Province had previously announced that the WCLA would 'sunset' at that date, meaning effectively that there would be no minimum domestic content after that time. There has been much discussion since that time, involving the WCO, GGO, Province and federal (CFIA) interests, with the result announced by the Province this week that the WCLA will remain in effect after March 2014; however, it has been amended to delete the '40% company average' requirement AFTER March 2014. Therefore, after March 2014, all blended (ICB) wines must contain a minimum of 25% domestic content in every bottle (without reference to any company average).

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.

20th Annual Charity BBQ for Camp Oochigeas

Friday, June 3, 2011 from 11:30am to 2:30pm, the LCBO Queen's Quay store in Toronto will host the 20th Annual Charity BBQ for Camp Oochigeas. Camp Ooch is a not-for-profit organization that provides residential summer camp and year-round camp experiences for children with cancer. Campers do not pay any fees and the camp does not receive government funding.

Camp Ooch is dependent on the generous support of organizations and people like you to provide enriching camp experiences to children with cancer. With your generous support, last year's event – combined with proceeds from fees for in-store tastings raised

over \$140,000. Since 1989, Camp Ooch has received more than \$1,000,000 from the Queen's Quay store, the LCBO and our Trade Partners. Our goal is to raise \$150,000 this year.

This money helps kids (who have experienced a lot) experience being a kid at camp. I invite you to join us for some delicious food and some summer fun. Alongside the LCBO Charity BBQ, the Camp Ooch/Trade Silent Auction will take place.

If you would like more information on how you can support this great cause, please contact Paul LaRose at paul_larose@hotmail.com or by cell at: 416-209-8753.

WINE COMPETITIONS

All-Canadian Wine Championships

This week is the deadline for the wine consolidations. The consolidation instructions are attached.

New Ontario Culinary Adventure Guide

CityBites Media has partnered with the Ontario Culinary Tourism Alliance to launch the 1st Annual Ontario Culinary Adventure Guide - a NEW, glossy custom publication & online site developed to inform residents of the GTA / Southern Ontario and tourists to the region about the incredible culinary tourism options and ideas that are available for exploring throughout Toronto and the entire province.

The Essence: This is a guide, but also a great read. Full of articles on the people, destinations, attractions, events, producers and restaurants that make Ontario's burgeoning culinary tourism offering so compelling. Hungry adventurers will find everything they need to plan and experience a fun-and food-filled getaway.

The Target: Domestic Ontario travel market and inbound travel market from US border States.

The Objective: To drive tourism and culinary awareness throughout the province. Ontario is blessed with a population that is passionate about great food and the artisanal methods that are essential to it's production. Our aim is to inform residents and visitors that Ontario is bursting with incredible opportunities to explore the provinces many culinary trails with single day or multi-day travel adventures.

The Circulation: With a print run of 100,000 copies and primary distribution through The Globe & Mail newspaper, the Ontario Culinary Adventure Guide is a great place to position your brand in-front of passionate food, wine and craft beer lovers. **The Frequency:** This is a one-off custom publication. It will be released in mid May 2011 and will be in market through Spring, Summer and early Fall.

Please find attached the rate card for the Ontario Culinary Adventure Guide.

Ad booking: April 15
Ad material: April 20
Release Date: May 11, 2011

I hope you are excited about this opportunity to reach 450,000+ culinary disciples who are passionate about their love of food and are willing to travel to fulfill the experience.

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Inaugural Niagara Food & Wine Expo

Takes place on the Memorial Day weekend, May 27 - 29, 2011 at the Scotiabank Convention Centre, Niagara Falls, Ontario. Participation information is attached. While the WCO as an association isn't participating due to the time of year it is taking place, individual wineries can exhibit on a corporate basis.

Exporting Beverage Alcohol to the USA

In partnership with Foreign Affairs and International Trade Canada, the WCO organized a very informative seminar on exporting beverage alcohol to the US on March 24, 2011. Presentations were made by the Assistant Administrator for the US TTB on regulations and labeling, Elijah Pfister of Maritime Wine Trading Collective, an importer/distributor in California presented on importation and distribution in the US and Kevin Karl a public relations consultant in Illinois presented on social media and successful presentations to wine professionals. The presentations are available on the members website. Contact Linda Watts for more information.

Licensee Trade Research project

The WCO conducted 2 licensee focus groups on March 1st with 19 licensee representatives from the GTA. During these focus group sessions it became clear that we would need to probe further to determine the needs of this important channel and what we can do to help them sell more Ontario VQA wine.

The focus group sessions were videotaped and copies are available for wineries. Contact Linda Watts to request copies.

The second phase of research will be done online and we need your assistance to provide an incentive in order to get a suitable size sample. We will offer 5 packages through a draw for participating licensee's, the grand prize will be a weekend in Wine Country including 2 nights accommodation with meals and winery experiences. For the other 4 packages we would like to offer special bottles of wine whether it be a large format bottles, back vintages, sub-appellation wines or small lot reserve wines. To contribute a bottle of wine or a special winery experience for licensee's contact Linda Watts by April 13th.