

March 14, 2011

Export Training Seminar

Thursday, March 24, 2011, 9:00 to 4:30 PM at Pillitteri Estates Winery

Space is still available. The session will provide an overview of the US market and assist you in preparing to export into the US market by providing information on three-tiered distribution system, obtaining and managing the distributor and sales network, how the 3-tier system affects sales and marketing along with basic marketing strategies for the US market. Three presenters including a distributor and a representative from the US Alcohol and Tobacco Tax and Trade Bureau as well as a US wine marketer will address attendee's. Contact Linda Watts to register. Cost is \$50/person includes lunch and handouts.

Excess Office Supplies available

As members are aware, the WCO office will be moving to a new location in the Vineland Research Centre property. As we consolidate, sort and otherwise prepare for the move, we will have certain office supplies which will be excess to our needs. Currently, we have a significant quantity of i) 8½" x 14" (legal) hanging file folders, and ii) 8½" x 14" (legal) file folders. These are in excellent (almost new) shape. If any wineries could use either of these, please call Tanya at the WCO office.

WCO Member's Site

We have launched the new member-only site which gives WCO Members an 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 at the WCO office.

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>

Check out lots of new updates including photos and videos on Icewine Festival activities by guest blogger Suresh Doss.

WINE COMPITITIONS

All-Canadian Wine Championships

The consolidation instructions are attached.

Intervin

In order to pay tribute to the medal winning wines in a meaningful way, [VINES Magazine](#) will publish a special InterVin edition, which will be launched October 25. The commemorative issue will provide profiles of the Wineries of the Year, spotlight the gold medal winning wines and value selections and offer user-friendly reviews of award-winning wines to aid consumer choice and understanding of why these wines were judged as exemplary examples. See attached for details.

2011 INTERNATIONAL VALUE WINE AWARDS REGISTRATION IS NOW OPEN.

Online registration is now open for the 6th Annual 2011 Wine Access International Value Wine Awards (IVWA). For complete competition details and to register your wines, simply log on to www.wineaccess.ca/IVWA.

New York International Wine Competition

We are pleased to invite your winery to participate in our upcoming New York International Wine Competition (NYIWC) www.nyiwinecompetition.com this May 1-2nd. The event takes place at the [3 West Club](#) across from the world famous Rockefeller Center and Radio City Music Hall.

After the success of the [New York International Spirits Competition](#) in November 2010 vintners from around the world asked us to replicate this successful competition but with wine. We have created a TRADE ONLY blind judging panel wine competition to be held here in New York City. The retail store buyer, sommelier, restaurant beverage director, hotelier, distributor and importer will be our judges. We feel these judges whose livelihood rely upon their skill set truly know what the consumer wants as they receive on a daily basis of what is good and what will sell.

The second major difference in this competition is that each submission will be not only placed in its product category but also its pricing category. Therefore a wine will be judged in its category along with other wines in its same price range. There will be three pricing levels so for example a Cabernet Sauvignon that retails for \$25 will be judged with other Cabernet Sauvignon's in the \$20-40 range and not with ones that retail for \$50. New York City is many things for different people. One of its great attributes besides being a food and travel destination is that it is a talent rich city with many nationally and

internationally recognized wine connoisseurs living and working here. It is also a media capital and we will be sharing our results with our media sponsors on the local, national and international level.

The Benefits

Recognition by the trade by winning an award bestowed upon you the Vintner. The Award Winners will be able to use their awards (Double Gold, Gold, Silver, Bronze) in their marketing materials at no charge. The medal winners will be listed in our online database. Press releases and an award press conference will be held in New York City shortly after the competition has finished and tabulated its results. Here the winning wineries will be invited to showcase their medal winners at the event at no additional charge. The award winning results will be distributed to our media partners in the local NY Market, Nationally and Internationally.

How To Enter

The competition will be held at the [3 West Club](#) May 1-2nd 2010. We invite you to submit your wine to the New York International Wine Competition through our website www.nyiwinecompetition.com or our competition partner www.enofileonline.com.

Where To Ship The Wine

Please ship your wine directly to Western Carriers whose contact information is listed below. If you are one of the existing 150 Wineries, Distributors and Importers who already have existing inventory at Western Carriers New Jersey location then you may transfer your inventory to our storage location and **there will be no shipping charges**. You can review the list of current importers and distributors [here](#).

Western Carriers-Bld#1-MB
Attn: Nest Egg/Joel Rubins/acct #707
New York International Spirits Competition
2220 91st St
North Bergen, NJ 07047

In case you are shipping wine internationally our customs broker is [Connoisseur Wines USA](#). They will happily handle your customs clearance. Please contact them directly for fees and compliance questions. All customs brokerage fees are handled directly by [Connoisseur Wines](#) and must be paid in full before the start of the competition. Otherwise your wines will not be allowed into the competition.

Connoisseur Wines USA
20 Broadhollow Rd
Melville NY 11747
Email: kim@connoisseur-usa.com

Please feel free to contact us if you have any questions in the USA at 9173380163 x 2 and info@nyiwinecompetition.com

Ontario Wine Society

The Ontario Wine Society Toronto Presents "***A Taste of Québec's Tasting Soirée***". This *Tasting Soirée* event promises to be a fun and educational evening with an assortment of artisanal Québec cheeses explained by fromager Thom Sokoloski from '**A Taste of Québec**' complemented by an in depth exposure to Canadian Wine Awards' Winery of the Year for 2010 - Tawse Winery. Thom is also going to demonstrate to us how we can make cheese at home!!

Date: Tuesday, March 22, 2011

Reception: 6:45 pm, Tasting: 7:00 pm

Location: Taste of Quebec Shop, 55 Mill St., Building 32, the Distillery District

Cost: \$45 per person. For more details <http://www.ontariowinesociety.com/events.html>