

**November 12, 2012**

### **Upcoming Meetings**

- **Monday, November 19, 2012**  
**WCO Town Hall Meeting**  
**Pillitteri Estates Winery**  
**9:30am – 3:00pm**
  
- **Tuesday, November 20, 2012**  
**LCBO & VINTAGES – How to Best Work with the LCBO Workshop**  
**Location: Cave Spring Cellars**  
**10:00am – 3:00pm**

### **PR Updates and Opportunities**

#### **Wine Country Ontario - Media Tasting, Sparkling Wine Opportunity**

Wine Country Ontario is organizing an intimate media tasting in Toronto on December 11<sup>th</sup>, 2012 with a focus on Sparkling wine. The goal of this tasting is to engage wine, food and lifestyle media (primarily in the GTA) to taste some Sparkling wines on their own in addition to a culinary component to encourage media to include messaging on how Sparkling is more versatile than many consumers understand it to be – it should be enjoyed throughout the year and not just for special occasions. There will be several flights without food and then several culinary flights designed around themes of Classic and Casual Pairings. In total, we plan to taste between 15 and 17 Sparkling wines. The tasting is taking place at the Trump Hotel and we are working with Executive Chef Todd Clarmo on the menu. We are also featuring winemaker Angelo Pavan to speak about why Wine Country Ontario and our cool climate is perfect for sparkling production.

We are looking for wineries who are interested in submitting up to two VQA Sparkling wine products that could possibly be included in this tasting in addition to recipe pairings if available. **Please complete the attached submission form, follow the instructions and send back via email by November 16th, 2012 to [Magdalena@winesofontario.org](mailto:Magdalena@winesofontario.org)**

#### **Margaret Swaine – looking for Sparkling wine samples**

Please ship sparkling wine samples to Margaret by November 19<sup>th</sup>, 2012. She plans to include several reviews in the Holiday wine section of Hello magazine. Wide distribution is not the only criteria...but is helpful.

Attn: Margaret Swaine  
Unit#4

2 Hawthorn Gardens  
Toronto, ON M4W 1P3

\*note that NO signature is required

\* have courier leave in the large black box marked “deliveries” beside the door

Phone: (416) 961-5328

### **The Wine Sisters – looking for VQA Gamay Noir and Icewine Samples**

Please ship samples by November 20<sup>th</sup>, 2012. Samples will be used for different stories in their blog (picked up by Wine Align and The Grid), Huffington Post and Tonic Magazine.

Attn: The Wine Sisters (Erin and Courtney)  
467 Lauder Ave.  
Toronto, ON M6E 3J3  
Erin cell#: (647) 298-0757

### **Wine Writer's Circle Sample Request - (Ports, Sherries and Fortified Wines, Champagne and sparkling wines, All Countries and Price Points)**

The Wine Writers' Circle of Canada is organizing a tasting of Ports, Sherries, Fortified Wines, Champagne and sparkling wines from any country at any price point. The tasting will take place at LCBO Store 10 (Summerhill). WWCC has a deadline of Sunday, **November 18th** for product delivery.

One 750 ml bottle of each product is requested for the above tasting. A second bottle may be sent, in case the first is faulty – this is up to the winery. If there are information sheets to accompany the submission(s), please submit 15 copies per submission. WWCC compiles a master list of information and distributes this at its tastings. The more background information submitted, the better informed the tasters will be.

WWCC requires the following information to be affixed to each bottle:

- Winery address
- Telephone number
- E-mail address
- Website address and
- LCBO product number, price and availability (where/when)

WWCC asks that the wines be properly packed for shipping. In the past, some wines have been delivered in paper bags (which resulted in some breakage). Products submitted without the above information will not be tasted. To ensure inventory control, please send an e-mail to WWCC Administrator Sadie Darby ([sdarby@rogers.com](mailto:sdarby@rogers.com), 416/410-0086) confirming the name(s) of the product(s) being submitted. Products should be delivered to:

Angela Di Marco  
Wine Writers' Circle of Canada  
LCBO Store 10  
10 Scrivener Square  
Toronto, Ontario  
M4W 2L7

**LCBO & VINTAGES 101 - How to Best Work with the LCBO Workshop**  
**Nov. 20<sup>th</sup>, 10:00am - 3:00pm, Cave Spring Cellars**

This session is designed for wineries, new or established, on how to best work together with the LCBO to ensure an efficient and successful relationship. Topics covered will be new product submissions, Online portals as well as working together to optimize inventory for promotions. The session is designed for those that complete the paperwork, speak to the buyers, and the hands-on staff dealing with the LCBO. BRING your full team!

### **Sustainability Survey**

We are asking for your feedback on the WCO Sustainable Winemaking Ontario programs. Our goal is to grow this program and to have more wineries participating, therefore we need to hear from you. To allow us to fully understand the needs please circulate this survey to any pertinent staff within your winery such as owners, management, winemaker, production and retail staff. Multiple surveys can be submitted from each winery.

<http://www.surveymonkey.com/s/5XSXNRW> Deadline for completion is Dec 7<sup>th</sup>, 2012.

### **Grape Processor Assessments from GGO**

All grape processors have recently received (or will very shortly) their 2012 grape processor assessments from the GGO. The assessments include an amount of \$2.665 per tonne processed which is directed to the industry's research arm, Ontario Grape & Wine Research Inc (OGWRI). The amount assessed is the same as the previous year.

We wanted to remind all processors that the assessment for OGWRI does provide for you to receive a credit back for the amount assessed to you by OGWRI as a GROWER (\$2.05 per tonne, also the same as last year). This credit back to you will be combined by the GGO with the \$2.00 per tonne license fee rebate for your own grapes processed by you (as mandated by FPMC). As they did last year (around the end of December) the GGO will remit to you separately a cheque for \$4.05 per tonne for grapes sold 'to yourself' for processing.

If you have any questions on this matter, please contact D. Gibson at the WCO office.

### **Ministry of Economic Development and Innovation (MEDI) – Development Funding available for Southwestern Ontario and Eastern Ontario**

MEDI has created programs for economic development funding in two Ontario regions – Southwestern (which includes Essex and Niagara counties and all points in between), and Eastern (including Prince Edward and other counties).

The fund is a discretionary, non-entitlement program with limited funding. There are two funding streams, one for established businesses and a regional stream for economic development organisations including municipalities.

Under the **business stream**, the fund may provide up to 15% of eligible project costs to a maximum grant of \$1.5 million. For project investments of \$10+ million that create 50+ jobs, funding may be available in the form of a secured repayable loan, to a maximum of \$5 million in provincial support. Under the **regional stream**, the fund may provide up to 50% of eligible project costs to a maximum grant of \$1.5 million.

For further information, please see

[http://www.ontariocanada.com/ontcan/1medt/econdev/en/ed\\_eodf\\_main\\_en.jsp](http://www.ontariocanada.com/ontcan/1medt/econdev/en/ed_eodf_main_en.jsp) and  
[http://www.ontariocanada.com/ontcan/1medt/en/swodf\\_en.jsp](http://www.ontariocanada.com/ontcan/1medt/en/swodf_en.jsp)

### **Wine Country Ontario Experiential Wine Tasting Program – Opportunity to Participate**

This Fall and Winter the Wine Country Ontario Experiential Tasting Program will participate in 2 Events and Festivals that collectively attract over 300,000 visitors. Consumers will be delighted to find Wine Country Ontario in an engaging and educational sampling opportunity where they would not necessarily expect to see us but where they will be receptive.

- Christmas Market at the Distillery District in Toronto, November 30 – December 16 (3 weekends) attracts all ages but is skewed to the young urban professionals  
Attendance: 250,000+  
  
2011 results: 15,000 samples and just under 1,500 in-depth interactions with the program sommelier
- Winterlude in Ottawa: Sampling on the Rideau Canal February 9-10, 2013 - attracts all Ages with expected Attendance of 70,000  
  
2011 results: 3,300 samples and 900 in-depth interactions with the program sommelier

This program is the ideal vehicle for your wines to be sampled by a large audience and other than the cost of the product there is no out of pocket expense to participate. It's very cost efficient!

Submit wines for consideration by Friday, November 16 at this link:

<http://www.surveymonkey.com/s/Experiential2012-13>

### **Ministry of Environment – Environmental Approval Process**

The Ministry of the Environment (MoE) has recently streamlined their environmental approval process with the introduction of the Environmental Compliance Approval (ECA). According to the MoE, "a single ECA addresses all of a business's emissions, discharges and wastes". If you have an existing Certificate of Approval, it will continue to apply as if it were an ECA. More information on environmental approvals in Ontario can be found at [http://www.ene.gov.on.ca/environment/en/industry/assessment\\_and\\_approvals/environmental\\_approvals/STDPROD\\_097095.html](http://www.ene.gov.on.ca/environment/en/industry/assessment_and_approvals/environmental_approvals/STDPROD_097095.html).

### **The Royal Agricultural Winter Fair - 2012 Wine Competition Results**

WineAlign is pleased to be a sponsor of The Royal Agricultural Winter Fair 2012 Wine Competition. The RAWF is proud to present the winning wines from the competition as well as extend a special thank you to the panel of esteemed judges, including four of our

WineAlign critics. A complete list of judges and wines, including the winners of the Winemakers' Award for Best in Show, Best in Show wines and Gold Medal winners is posted on WineAlign [here](#).