

**November 29, 2010**

### **Wine Route Review**

The Wine Council of Ontario is conducting a review of the full Wine Route in Ontario. As part of this review, the Wine Council of Ontario has commissioned an independent research firm, **Innovative Research Group (INNOVATIVE)**, to conduct an online survey of Ontario wine customers in order to better understand how they're using the **Wine Route** program and how the program can be improved.

For this study to be successful, we need the support of our program partners and those that are listed in the Wine Country Ontario travel guide – **specifically, we need to draw upon your customer email databases to ensure we survey a representative sample of Ontario winery customers.**

### **Expression of Interest**

If interested in supplying your database for this project. Please reply to this email confirming your agreement, as well as include the following information:

- Agree to supply database
- Agreement to sharing in cost of winery specific incentive (\$50)
- Indicate number of emails/contacts in your database (do not send database now)
- Contact person for database collection

To ensure we have proper sampling of all regions where the Wine Route is used, we will review those offering to participate, and confirm with you if your database will be used. This will ensure that we have an adequate number of contacts, all regions represented, and range in size of wineries participating. A confidentiality agreement will be signed by Innovative and participating wineries prior to sharing of the database.

**Please let me know by Tuesday, Nov 30 if interested in participating.** If you have any questions or concerns, please do not hesitate to contact Regina at 905-684-8070 ext 227 or email [regina.foisey@winesofontario.org](mailto:regina.foisey@winesofontario.org)

### **Taste Ontario Ottawa Trade and Media Tasting**

Just a reminder that to participate in the Taste Ontario Ottawa Trade and Media Tasting on Monday, February 7<sup>th</sup>, you must sign up by Friday, December 3<sup>rd</sup>. To sign up please go to <http://www.surveymonkey.com/s/tasteontarioottawatrade> and complete the survey.

### **ORHMA Ottawa Restaurant and Hotel Gala**

The WCO is working with ORHMA Ottawa Region again this year and would like to invite members to participate in the annual "Ottawa Restaurant Awards Gala" held on January 17, 2010. This is one of Ottawa's premier culinary events held at the Westin Hotel and attended by the city's hotel and restaurant owners, managers and their staff.

During the evening, awards are given for high profile categories including, Ottawa's Favourite Restaurant (People's Choice Award), Restaurateur of the Year, Lifetime Achievement Award, and Ottawa's Best Chef Award, among others.

As in past years, they intend on featuring Ontario Food and Wine and will continue to pair Ontario VQA wines with each of the six food stations in addition to Ontario VQA wines being poured during the pre-dinner reception. The Ottawa Board is hoping that wineries will donate their product (3-4 cases each) to this event. It will be a great opportunity for them to meet the people that currently pour their wines and hopefully attract new business too. Attendance is expected at 350-400 guests and the participating wineries will be given Key profile in all promotional material produced for this exciting and not-to-be-missed evening.

I am looking for 2 more wineries to participate in this opportunity. Contact Linda to participate.

### **London Wine and Food Show**

There are still a few pods available for the London Wine and Food Show, January 14-16, 2011. Contact Linda Watts for information.

### **Stone Road Grille Harvest Party**

Just a reminder for all winery staff that Stone Road Grille is throwing a harvest party tonight (Nov. 29<sup>th</sup>) from 6:00pm – 10:00pm. Bring a bottle of wine and they'll look after the REST.

### **Sustainable Survey**

The Wine Council of Ontario is requesting your insight to determine the most beneficial next steps to take in order to enhance the appeal, relevance, and awareness level of the Sustainable Winemaking Ontario program. It is for this reason that we are asking **both Sustainable Winemaking Ontario participants and non-participants** to complete a brief survey (link below), describing your current views and opinions regarding the program. Your insight will provide us with the information we need to establish a program that benefits not only its participants, but also the industry as a whole.

**We ask that you circulate this survey to all relevant sources, including winemakers, owners, retail managers or supervisors and operational managers to complete.** We value the diverse opinions of those involved in the winemaking industry.

We wish to thank you in advance for your participation. Please complete survey by December 6<sup>th</sup>, 2010.

<http://www.surveymonkey.com/s/6BM5Z5W>

**Period 7 LCBO in-store tasting program – LAST CALL – NO EXCEPTIONS**

Following up on the Period 7 LCBO in-store tastings – the deadline is November 30<sup>th</sup> for submitting your 3<sup>rd</sup> party tasting company costs to qualify for the 20% subsidy from the Wine Council. See excerpt below detailing procedure distributed July 5<sup>th</sup> in the allocation notice to each winery.

As mentioned in the memo re: Call for participation , the VQA Ontario wine marketing funds are available for subsidy of 20% towards 3<sup>rd</sup> party tasting company costs for this program. We have reviewed the total tastings requested and the amount budgeted and due to the overwhelming response we will need to apply a cap the amount of subsidy to each \*supplier/corporate entity to a maximum of \$6,000 or 200 tastings, whichever is less. This will allow us to keep within the approved budget and not re-allocate funds from other important programs.

The procedure to apply for the subsidy from the WCO is to submit a copy of your paid invoice to the WCO by Nov. 30<sup>th</sup>, 2010. NO EXCEPTIONS. (Those using Epernay will be billed directly from the WCO.) The WCO will review and reimburse you 20% of the applicable costs, within the above guidelines, for the tastings. Payment from the WCO will be made by January 15<sup>th</sup>, 2011.

If you have any questions or concerns, do not hesitate to contact Regina at the WCO office.

## **Media Contact Updates**

**David Lawrason**  
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416-527-7170 (mobile)  
[david@davidlawrason.com](mailto:david@davidlawrason.com)  
[www.winealign.com](http://www.winealign.com)  
[www.winerytohome.com](http://www.winerytohome.com)

Toronto Life Magazine  
Toronto Life Eating & Drinking Guide  
Ottawa Magazine  
Wine Access Magazine  
Canadian Wine Annual & Canadian Wine Awards  
County & Niagara Grapevine  
Gold Medal Plates

“David's new address is for mail and courier deliveries only. Couriers should look for a drop box beside the front porch. This address is in the Royal York and Bloor area of Etobicoke. His new cell phone number is 416-527-7170. The home number is unpublished. Email is by far the best way to communicate. You can also follow David or direct message him on Twitter @davidlawrason. David is now using Twitter regularly as a channel for news on his professional activities and events, and to highlight recommended wines reviewed at WineAlign.com.”

**Natalie Maclean**

Office is moving to a new address. Please hold all samples from November 29 to December 3<sup>rd</sup>.

As of December 6, please send wine samples to:

4818 Dove Court  
Ottawa, Ontario  
K1J 9J7

You can find links to Natalie's many regular columns:

[www.nataliemaclean.com/faq.asp#25](http://www.nataliemaclean.com/faq.asp#25)

Natalie also contributes frequently to the following publications, both in North America and internationally: LouLou, Appetite , Good Taste, Canadian House & Home , enRoute Air Canada , Hemispheres United Airlines

She is the wine columnist for CBC Fresh Air, the syndicated wine expert for the CBC radio drive-home shows from coast to coast and a regular wine commentator on the largest weekend radio show in the country on CFRB.

Natalie is often asked by other journalists on lifestyle, travel, food, business and technology beats to comment as a wine and food expert for their stories. Recent articles include those in the National Post, Vancouver Sun, Ottawa Citizen, Chicago Tribune, San Francisco Chronicle, Associated Press, Canadian Press, Wall Street Journal, Wine Enthusiast, Calgary Herald, Windsor Star, Forbes Magazine, Halifax Herald, Reuters and Smart Money Magazine. You can read these stories and others here: [www.nataliemaclean.com/articles](http://www.nataliemaclean.com/articles).