

August 13, 2012

Upcoming Meetings

- August 15th
WCO Board Meeting
WCO Office
- August 16th
WCO Marketing Committee Meeting
WCO Office - 10:00am
- August 16th
WCO Tourism Committee Meeting
WCO Office - 2:00pm
- August 16th
WCO Executive meeting with Minister of Finance Dwight Duncan

Managing for Success Business Assessment Opportunity

The AOFB is Offering Complimentary Business Assessments for Ontario Food and Beverage Processors. **The Wine Council of Ontario is a member of the AOFB therefore all member wineries are eligible to apply for this program.** To date, 40 food and beverage processing companies from across the province have participated in the confidential, one-on-one assessments. The process includes having an experienced business advisor work with management to review their company's practices in several focus areas and provide recommendations. Starting in fall 2012, a limited number of companies from a cross-section of the Ontario food and beverage processing sector will receive this complimentary, personalized assessment valued at more than \$5,000. For further details, and to apply for an assessment visit: www.managingforsuccess.ca.

Riesling available for sale

Maleta Estate Winery has approximately 5,000 L of 2009 Riesling available for sale. This wine is meant for traditional-method sparkling winemaking, and is VQA eligible. If interested, please contact Daniel Pambianchi at the winery, daniel@maletawinery.com.

**Canadian Food Exporters Association – Show Participation opportunities
November 8-10, 2012 Hong Kong Wine and Spirits Fair**

With the outstanding achievement of the HKTDC Hong Kong International Wine & Spirits Fair 2011, Hong Kong is now firmly established as the regional trading point of choice for the global wine industry. There are many government and private sector initiatives in place to

promote wine trading in Hong Kong, such as the abolition of import duty on wine and speedier customs clearance into major Chinese mainland cities. Of these initiatives, the Hong Kong International Wine & Spirits Fair has quickly become one of the most influential. Exhibiting at this event will give you the opportunity to gauge Asian tastes as well as test consumer reaction to new products. In 2011, 930 exhibitors from 37 countries and regions were able to gauge the interest of 19,400 trade visitors from 71 countries and regions and 19,690 public visitors. To learn more about how you can participate, please visit our site <http://www.cfea.com/events/hkwineandspirits2012invite.aspx> You can register online at <https://www.cfea.com/events/hkwineandspirits2012form.aspx>

US Regulations session

Attached you will find an invitation to participate in a session about the upcoming changes to US regulations. If you are a manufacturer of food and beverage products and are currently exporting to the US or considering exporting to the US then you may want to attend this session to get the latest updates on the new Food Safety Modernization Act and how it will affect doing business in the United States. To register complete the attached form and return it to the association by email, fax or mail or for quicker registration, register online at <https://www.cfea.com/events/usregulationssessionform.aspx>

Wine Business Management Students offer Consulting Services

Let Postgraduate students in the Niagara College Wine Business Management Program help you plan the future of your enterprise. As business consultants, they will research industry issues specific to your needs then provide a practical report designed to improve your business. ***"It's cost free and confidential"***

If you are interested in this service, please contact Barbara Leslie by August 31, 2012 at bleslie@niagaracollege.ca or 905-641-2252 ext 4471. Students will choose their projects in October and complete the work between January and April 2013.

All research is supervised by an academic advisor with many years of business consulting experience. Past projects include Use of Social Media, Capital Cost Analysis, Market Research, Export Markets, Branding and Business Plans.