



WINE COUNCIL  
OF ONTARIO



# WCO TOWN HALL MEETING

Rockway Estate Winery

April 29 , 2015

# AGENDA

1. **Welcome by Chair**
2. **Wine Marketing Association of Ontario (WMAO) Update**
3. **WCO Membership Update**
  - WCO Members
  - WCO Members Website Sign Up
  - Trade Members
4. **President's Update** – Richard Linley will provide an overview on our work at the Wine Council on several critical issues and other key discussions such as:
  - Retail Access & Ed Clark Process
  - Wine & Grape Strategy (i.e. MEP, OVIP)
  - NEC/Greenbelt Review
  - AGCO's Farmers' Markets Seminars
5. **Recent Cold Weather and Bud Damage Update**
6. **New Business**
7. **Next Meeting – Annual General Meeting – Tuesday, June 9, 2015**
8. **Adjournment**
9. **Social – join us for a glass of wine from 4:30pm to 6:00pm**



# CHAIRS UPDATE

## ◉ Wine Marketing Association of Ontario

- Manages Wine Country Ontario brand
- Ownership 50% WCO 50% WGAO
- Board of Directors
  - Co- Chair - Jim Clark - WGAO – (Colio Wines)
  - Co-Chair - Allan Schmidt - WCO – (Vineland Estates)
  - Director - Paul Speck - (Henry of Pelham)
  - Director - Tommaso Magnotta – (Magnotta Winery)
- Executive Director - Sylvia Augaitis
- VQA Marketing Committee
  - Co Chairs - Paul Speck WCO and Steve Bollinger WGAO
  - 4 WCO appointed members
  - 4 WGAO appointed members
  - 1 GGO member
  - 1 VQAO member
  - 1 non voting OMAFRA observer



# VQA MARKETING PLAN

- First winery briefing held at Holiday Inn recently
  - Draft VQA Marketing plan presented
- Wine Country Ontario Travel guide to be delivered to wineries week of May 13<sup>th</sup>
- Inserted in LCBO Food & Drink June 24<sup>th</sup>
- Follow Wine Country Ontario newsletter for current news and time sensitive opportunities



# CHAIRS UPDATE

## ○ WCO Membership Level 2015

- 32 Micro Craft
- 22 Craft
- 30 Small
- 7 Medium
- 6 Large

**97 Total members**





# 97 RECORD LEVEL MEMBERS

13th Street Wine Company	Gallucci Winery	Pelee Island Winery Inc.
Angels Gate Winery Limited	Generations	Peninsula Ridge Estate Winery
Aure Wines	Georgian Hills Vineyards Inc.	Pillitteri Estates Winery
Bachelor Wines	Good Earth Vineyard & Winery	Pondview Estate Winery
Back 10 Cellars	Grange of Prince Edward, The	Puddicombe Estate Farm Winery
Between the Lines Estate Winery	GreenLane Estate Winery	Rancourt Winery
Black Prince Winery	Harbour Estates Winery	Ravine Vineyard Estate Winery
Blueberry Hill Winery	Harwood Estate Vineyards	Red Stone Winery
Broken Stone Winery Ltd.	Henry of Pelham	Reif Estate Winery Inc.
Burning Kiln Winery	Hernder Estate Wines	Reimer Vineyards
By Chadsey's Cairns Winery	Hidden Bench Vineyards & Winery	Rennie Estates
Calamus Estate Winery	Hinterbrook Estate Winery	Ridgepoint Wines Inc.
Caroline Cellars Limited	Holland Marsh Winery	Riverview Cellars Winery
Casa-Dea Winery	Huff Estates Winery	Rockway Vineyards
Cattail Creek Estate Winery	Ice House Winery, The	Rosehall Run
Cave Spring Cellars Ltd.	Joseph's Estate Wines	Rosewood Estates Winery
Closson Chase Vineyards	Kacaba Vineyards	Royal DeMaria Wines Company Ltd.
Coffin Ridge Boutique Winery	Konzelmann Estate Winery	Sandbanks Estate Winery
Colaneri Estate Winery	Lacey Estates Winery	Southbrook Vineyards
Cooper's Hawk Vineyards	Lailey Vineyards Wines Inc.	Stonechurch Vineyards
Cornerstone Estate Winery	Leaning Post Wines	Stoney Ridge Estate Winery
Coyote's Run Estate Winery	Maleta & St. Henry Estate Winery	Stratus Vineyards Limited
Creekside Estate Winery	Malivoire Wine Company, The	Strewn Inc. Winery
Crown Bench Estates	Marynissen Estates Winery	Sue-Ann Staff Estate Winery
Di Profio Wines Limited	Mike Weir Wine	Sunnybrook Farm Estate Winery
Domaine Queylus	Mountain Road Wine Company	Tawse Winery
Featherstone Estate Winery	Niagara College Teaching Winery	Terra Vineyards
Fielding Estate Winery	Norman Hardie Wines	Three Dog Winery
Flat Rock Cellars	Organized Crime Winery	Vieni Estates Inc.
Foreign Affair Winery, The	Oxley Estate Winery	Vineland Estates Winery
Frisky & Gamble	Palatine Hills Estate Winery	Waupoos Estates Winery
Frogpond Farm	Pearl Morissette Estate Winery	Westcott Ridge
		Willow Springs Winery

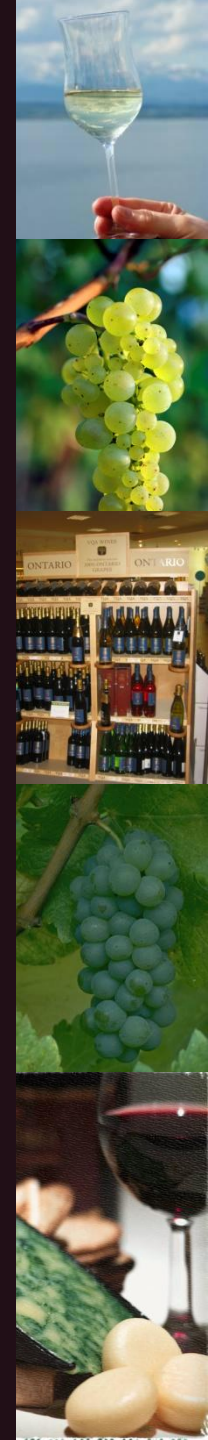


# WCO FEE SCHEDULE 2015

Membership Tiers	Sales Levels Per Tier (annual case sales)	Fixed Fee April 1/ 2015 to March 31/ 2016	Transitional Credit for 1 year	Net Cost to Winery for Fixed Fee	Variable Fee (per case)
Micro Craft Winery	Less than 1,000	\$500	(\$500)	\$0	\$0.18
Craft Winery	Up to 4,000	\$1,500	(\$1,250)	\$250	\$0.18
Small Winery	Up to 20,000	\$2,500	(\$2,000)	\$500	\$0.13
Medium Winery	Up to 40,000	\$4,000	(\$2,000)	\$2,000	\$0.13
Large Winery	Above 40,000	\$8,500	(\$2,500)	\$6,000	\$0.13



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# SAMPLE INVOICE - ISSUING NEXT WEEK

		Invoice Number:	XXXXX
Re:	WCO Membership fixed fees for the year ended March 31, 2016		
<b>WCO Membership Tier:</b>		<b>MEDIUM</b>	
Annual Membership Fee - total due April 1, 2015:		\$	4,000.00
Less: One-time Transitional Restructuring Credit, as approved by the WCO Board of Directors:			(2,000.00)
		\$	2,000.00
Harmonized Sales Tax (13%):			260.00
<b>Total amount due April 1, 2015:</b>		<b>\$</b>	<b>2,260.00</b>
HST Registered Number: 10821 5765 RT0001			

Wine Council of Ontario, 4890 Victoria Ave. North., P.O. Box 4000, Vineland Station, ON L0R 2E0



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# WCO MEMBERS

◉ Members Website sign up / Newsletter

◉ Trade Members here today

- ◉ The Printing House
- ◉ Performance Mercedes Benz
- ◉ WP Bottle Supply
- ◉ A.O. Wilson
- ◉ Hamill Machine Company Inc.
- ◉ Abell Pest Control
- ◉ Brock Office Automation
- ◉ Benson Kearley IFG
- ◉ Your Designated Driver
- ◉ Minuteman Press Niagara



# COLD WEATHER - BUD DAMAGE UPDATE

- ⦿ Potential Short crop blending strategy
- ⦿ WCO Board prefers this to be an alternate business practice rather than a short term regulatory change.
- ⦿ As of September 15, 2015 All Ontario Winery Manufacturing Licensees have the ability to blend ICB wines.
- ⦿ Sales to LCBO not practical for smaller wineries
  - ICB sales quota's \$500,000 to \$775,000 annually
- ⦿ Approval to sell in onsite retail stores – Pending
- ⦿ Regulated by *Ontario Wine Content Act*
  - ⦿ 75 % Import content ( max)
  - ⦿ 25% Domestic Content (min)
- ⦿ Continue to monitor as bud development progresses

