

**June 27, 2011**

### **NEW Front line Retail Training sessions**

Driving wine country tourism and raising the quality of the consumer's experience in wine country is a key priority for the Wine Country Ontario. When consumers have a great experience at a winery, they tell their friends and have a reason to return; this result benefits the entire industry. To help us achieve our goal we will once again be offering your front line staff a full day of training delivered by wine educator Dave Larocque. This program is offered free of charge.

Dates:

- July 5<sup>th</sup> – PEC
- July 7<sup>th</sup> – NIAGARA

Session is developed for NEW front line staff. Session locations will be announced shortly. Niagara may have two sessions on 7<sup>th</sup> depending on interest.

Space is limited. Please RSVP to [info@winesofontario.org](mailto:info@winesofontario.org) by June 30<sup>th</sup> to reserve your spot.

### **Canadian Wine Awards**

This year the Canadian Wine Awards will be judged in Nova Scotia. Wines for all Ontario wineries will be consolidated. Please see the attached consolidation memo.

### **Manitoba Liquor Control Commission**

#### **VQA Review**

In January the MLCC did a call for VQA Wines to refresh the category in preparation for the upcoming September promotion.

- 113 wines reviewed from 37 wineries
- BC- 5 wineries, 13 wines
- Ontario- 32 wineries, 100 wines

50 new wines are being listed in addition to current sku's. The list of wines is attached. July is the next VQA review and agents are aware that they can submit new wines. Contact Linda Watts for further information.

### **Competitions**

#### **Intervin**

Enter online now at: [intervin.ca](http://intervin.ca) The 2011 InterVin Wine Awards competition takes place August 15-18 at White Oaks Resort & Spa in Niagara-on-the-Lake. The timing has been adjusted to reflect the earlier publication of the results in a special edition of VINES Magazine, which will be released in late October.

Online entries for this year's competition close July 29.  
Submissions can be registered now [intervin.ca](http://intervin.ca).

### **Icewine du Monde – First Annual Competition in Czech Republic – September 2-3 World ice and straw wine day**

Evaluation of competing wines: 2nd - 3rd September 2011

The international wine contest Icewine du Monde aims at high professional level of performing the evaluation and comparison of ice and straw wines from different countries from all over the world.

Czech Tourism Centre - Czech Tourism Vinohradská 46, P.O. Box 32, CZ-120 41 Praha 2  
**In cooperation with:**

- National Agriculture and Food Inspection Authority (Státní zemědělská a potravinářská inspekce)
- Tourism Centre of South Moravia region, s.z.p.o.,
- South Moravian Regional Council,
- Municipality of Lednice,
- Town Hall of Valtice,
- Fund for winegrowing,
- Secondary School for Winegrowing in Valtice,
- National Winegrowing Centre, o.p.s.,
- National Heritage Institute,

#### **The competition is intended for:**

- **Icewine** (made from wine grapes that were harvested at the temperatures of minus 7 °C or lower and they remained frozen during the harvest and processing)
- **straw wines** (made from wine grapes that were stored before being processed, e.g. they were stored on straw or reed or hung in a ventilated area for the period of at least 3 months).

Registered wines must comply with this status conditions and they should be made in accordance with the wine-growing legislation in the country of the particular wine's origin. By registration of the wine in this competition, the applicant expresses his/her agreement with respecting the conditions of this statute.

The sample of the registered wine must come from a complete batch of at least 100 litres amount.

<http://www.icewine-du-monde.com/index.php?art=33>

If there is enough interest in entering this competition, a consolidation will take place. Please email [linda.watts@winesofontario.org](mailto:linda.watts@winesofontario.org) if you are planning to submit entries.

### **Cuvee Award of Excellence in Viticulture**

Nominations are now being accepted for the Grape Growers of Ontario Cuvée Award of Excellence in Viticulture. The award will be presented at the Cuvée Gala where we showcase the best Ontario VQA wines. It is in that same spirit we take the opportunity to recognize a grower who promotes excellence in their vineyard practices. The deadline for nominations is June 30, 2011. The nomination form is attached.

### **Ontario Fresh**

Registration is now open for **Ontariofresh.ca**, the new free website and online community that is being created to expand the market for buyers and sellers of local Ontario food. Our aim is to make connections across the food service value chain, linking bulk buyers, chefs, restaurants, caterers and distributors as well as growers and producers. Register for a profile today, and let **Ontariofresh.ca** help get your business connected.

Throughout the spring and summer, information will be collected and profiles built to prepare for the full **Ontariofresh.ca** launch in September. You can register your business' profile at **Ontariofresh.ca** or by calling 1-888-249-9399 or 647-426-8420.

### **Kosher Wine**

If anyone producers or is interested in producing kosher wine from red Icewine for the US market, please contact Linda Watts.

### **WCO Social Media campaign**

Be sure to submit your winery's event to [www.winesofontario.org/submit-event](http://www.winesofontario.org/submit-event) for posting on the website. Content for the WCO social Media campaign will be pulling events from that site.