

## VQA PROMOTERS AWARDS

### ~ Background and Sponsor Information

*“VQA Ontario congratulates CCOVI on the Experts Tasting and VQA Promoters Awards. The Experts Tasting plays an important role to increase awareness of VQA appellations and the wines that come from all these distinct terroirs and the Promoters Awards recognize the unique individuals who promote them. A gold medal blend to be proud of.”*

Laurie Macdonald, Executive Director, VQA Ontario

**What are the VQA Promoters Awards?** :: The *VQA Promoters Awards* recognizes individuals for their outstanding achievements and contributions in the promotion of VQA wine.

**Mission Statement::** To acknowledge those individuals that celebrate the Ontario VQA wine industry with unselfish enthusiasm, constructive input, and unsolicited promotion.

**History** :: Founded in 2006, these Awards were conceived to honour and celebrate promoters of VQA wines at a gathering of their peers and in front of representatives of the wine industry that benefits from their efforts. The setting for the awards presentation is the Experts Tasting. Both the Awards program and the Experts Tasting are conducted under the auspices of the Cool Climate Oenology and Viticulture Institute (CCOVI) of Brock University and are organized and executed by a volunteer industry committee.

Awards are given by categories, which can include: Media; LCBO; Hospitality; Retail; Education; Lifetime Achievement; Non-Ontario VQA Promoter.

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Brock University

## **PARTNERSHIP OPPORTUNITIES**

For 2010, the organizing committee has created several partnership opportunities with the hope to better promote the profile of VQA wines, the awards themselves, and the award recipients. We feel that by increasing the profile of the awards and the appeal of winning, we will also improve the breadth and depth of the applications that we receive, which will in turn draw more attention and interest to the awards.

**Media Partnership ::** The Media Partner's role would be twofold: (1) to increase awareness of the awards; (2) to publish the winners. The benefit for the Media Partner would be exposure to a targeted readership of sommeliers, restaurateurs, and wine specialists, plus publication of its sponsorship on all brochures and any other program communications, including the website.

**Travel Partnership ::** The awards are open to individuals from every corner of Canada. Should a deserving individual have to travel from Thunder Bay, Winnipeg or Halifax, for example, the travel partner would sponsor the winner's travel. The benefit for the Travel Partner would be recognition on all brochures and any other program communications, including the website.

**Accommodation Partnership ::** The Accommodation Partner would either: (1) host out-of-town winners; or (2) supply accommodation at a mutually agreed upon later date. The terms of the partnership will be developed to assist both the sponsor and winners. The benefit would be recognition of all brochures and any other program communications, including the website.

**Partnership Recognition : :** The primary recognition for our partners is that the awards are made in front of an elite wine-focused audience who are glad to know that you too have an interest in promoting VQA wine. You or your representative will be introduced and invited to present an award to one of our winners.

**Where are the Awards Presented? ::** The annual awards are presented at the annual Experts Tasting, held at Brock University in conjunction with Cuvée weekend.

**What is the Experts Tasting? ::** The Experts Tasting has been designed for the trade – primarily media, product consultants, sommeliers and wine educators who promote VQA wines through education and/or promotion. The annual tasting brings a wine-focused group together in a theme-based tasting with speakers and panels.

**Who attends the Experts Tasting and the VQA Promoters Awards presentation? ::** The trade –media, product consultants, sommeliers and wine educators. Participation is by invitation only – limited to 125 people with on average 35-40 wines tasted. Invitations are extended to Sommeliers and Restaurant owners from the GTA, restaurants recipients of the VQA Award of Excellence, LCBO Product Consultants, members of sommelier professional organizations and wine writers. Guests have also included the Governor General of Canada, the Canadian Wine Coordinator from Foreign Affairs Canada and the leadership of both the VQAO and the Wine Council of Ontario.

**What is CCOVI? ::** The Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University has been a partnership with the Wine Council of Ontario (WCO) and the Ontario Grape Growers Marketing Board, now the Grape Growers of Ontario (GGO). Since its establishment in 1996, CCOVI has grown rapidly and is housed in Inniskillin Hall, a facility dedicated to research in Oenology and Viticulture in cool climate regions. In addition to CCOVI's research programs a complete range of academic programs is available including a Bachelor of Science in Oenology & Viticulture, Wine Appreciation for the general public and the Wine & Spirit Education Trust®. [www.brocku.ca/ccovi/](http://www.brocku.ca/ccovi/)

**Some past award recipients ::** Canadian Wine Atlas author Tony Aspler, sommelier/educator Peter Bodnar Rod, wine writer/educator Linda Bramble, Canadian Wine Coordinator Janet

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Dorozynski, musician and wine enthusiast Steven Page, winery founder Allan Jackson, wine educator and promoter Debi Pratt, winery founder Donald Ziraldo, and LCBO wine educator Michael Fagan.

#### **TESTIMONIALS::**

*“Receiving the VQA Promoters Award in Education allowed me to pause with a great sense of pride and reflect on the years of educational events, seminars, tours and tastings etc. that went into receiving this award. It is a wonderful feeling to know that fellow wine industry members appreciate and acknowledge the impact that these efforts over the years have had in the evolution and growth of premium wines in Ontario. ”*

Debi Pratt, Inniskillin - Jackson-Triggs - Le Clos Jordanne

*“We all like to play down or make fun of awards, but it is a hugely satisfying moment when you are applauded by your peers. For once their judgment is absolutely correct, and for a few seconds you are 'it'. Hallelujah! Would that these events took place in a bar and the moment accompanied by a round of drinks. All around. ”*

Billy Munnely, Billy's Best Bottles

*“Receiving the VQA Promote the Promoters Award for education in 2008 has meant an awful lot to me. I have witnessed the remarkable growth of our domestic wine industry over the past 2 decades and have been proud to be able to celebrate this growth amongst my students and peers. We need to continue to encourage and inspire educators, writers and other VQA supporters with prestigious awards such as these. We now have so many excellent VQA wines and each and every one tells a great story.”*

Peter Bodnar Rod, Sommelier/Educator/Consultant

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