

Fall 2011

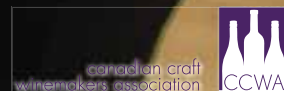
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7 Steps to Dominating Social Media in Your Market

First, there are some basics around content to be aware of when utilizing social media as a marketing tool.

7 étapes pour dominer les médias sociaux dans votre marché

Premièrement, certaines notions de base relatives au contenu doivent être assimilées lorsqu'on utilise les médias sociaux comme outil de marketing.



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Cover photo: Toronto Wine Club member, Stephanie Rebot, bottles her first batch of craft wine.

president's and executive director's message

We are delighted with the way the two previous Fermenters Guilds in Ontario and Quebec have been accepted and assimilated into CCWA life. Already, the individuals representing the two previous organizations have made major contributions to further develop the mandate of CCWA across Canada.

The activity has been brisk during the transition period as we strive to gain a pan-Canadian membership base. We are very encouraged by the early results with representation coming from most parts of the country. If you are a non-member and want to join our growing organization, all you have to do is fill out the application form within this magazine and send it to the address noted along with a cheque for \$250. Aside from the vast array of craft wine industry benefits, participation in the savings from both the insurance program and the CCWA negotiated credit card agreement will practically cover your dues. Joining CCWA validates your business as one that conforms to the appropriate rules and responsible regulations as set out within your jurisdiction.

We are forever in a creative mode. Success was achieved with our recent marketing campaign events in both Vancouver and Toronto. Our retailer hosts (Macedo Wines and Broadway Brewing) did us all proud as we organized a social media gathering of bloggers from the prolific, Canada-wide "Yummy Mummy Club" at both locations. We chose this blogger group because it has universal appeal to villages, towns and cities in almost every part of Canada through social media communication. You can see the success of this event on the faces of the participants in the pictures in this magazine. We believe social media measures can play a significant role in further promoting our craft wine industry within market segments that will present a sustaining future for our industry.

On the regulatory front, we are striving to further the existing momentum achieved in Saskatchewan, New Brunswick and Prince Edward Island to achieve a truly cross-Canada industry. Our current focal points are Quebec and Nova Scotia working closely with our provincial retail colleagues there to achieve legal and profitable 'ferment on premises' operations.

"We believe social media measures can play a significant role in further promoting our craft wine industry within market segments that will present a sustaining future for our industry."

Enjoy this issue of *Canadian WineCrafter* which currently goes to all known craft wine retail operations in Canada and let us know what else you might like to see in YOUR magazine.

PS. Mark your calendars for June 22-25 /2012 for CCWA's first annual convention to be held at White Oaks Resort & Spa at Niagara-on-the-Lake!



Rob Van Wely
President



David Long
Executive Director

message du président et du directeur exécutif

Nous sommes extrêmement heureux de la manière dont les deux anciennes associations de l'Ontario et du Québec ont été acceptées et incorporées dans les activités de l'ACVA. Déjà, les personnes qui représentaient ces deux organisations ont apporté des contributions majeures quant au développement du mandat de l'ACVA partout au Canada.

Nous avons agi promptement au cours de la période de transition car notre objectif est de développer rapidement une base de membres pancanadienne. Nous sommes très encouragés par les résultats préliminaires qui démontrent une représentation provenant de la plupart des régions du pays. Si vous n'êtes pas encore membre et désirez vous joindre à notre organisation en croissance, tout ce que vous avez à faire est de remplir le formulaire d'adhésion qui se trouve dans cette revue et l'envoyer à l'adresse qui y apparaît, accompagné d'un chèque au montant de 250\$. Mis à part le vaste assortiment d'avantages propres à l'industrie du vin artisanal, votre seule participation au programme d'assurance et à l'entente relative à l'usage des cartes de crédit négociée par l'ACVA vous permettra de profiter d'épargnes substantielles qui couvriront pratiquement vos frais d'adhésion. Le fait de vous joindre à l'ACVA vous permet également d'assurer la notoriété de votre commerce en le présentant comme l'un de

ceux qui se conforment aux règles appropriées et aux réglementations applicables dans votre province.

Nous sommes toujours en mode de développement. Nous avons obtenu beaucoup de succès avec les événements reliés à notre récente campagne marketing à Vancouver et Toronto. Les détaillants qui nous accueillent (Macedo Wines et Broadway Brewing) nous ont fait honneur alors que nous avons organisé aux deux endroits un rassemblement de blogueurs sur les médias sociaux provenant du prolifique et bien connu "Yummy Mummy Club". Nous avons choisi ce groupe de blogueurs en raison de son attrait universel dans le cadre des communications sur les réseaux sociaux pour les villages et les villes se retrouvant pratiquement partout au Canada. Vous pouvez voir tout le succès de cet événement se reflétant sur les visages des participants apparaissant sur les photos qui se retrouvent dans la revue. Nous croyons que l'utilisation des réseaux sociaux peut jouer un rôle significatif en promouvant encore plus notre industrie de vinification artisanale dans des segments de marché pouvant assurer une croissance future à notre industrie.

Sur le plan des réglementations, nous souhaitons profiter de l'élan créé par nos récents succès obtenus en Saskatchewan, au Nouveau-Brunswick et à l'Île-du-Prince-Édouard pour pouvoir développer une réelle industrie partout au Canada. Nous nous concentrons actuellement sur le Québec et la Nouvelle-Écosse en travaillant de près avec nos collègues au détail de chacune de ces provinces afin d'obtenir un statut légal et profitable pour les exploitations de 'centre de vinification'.

Profitez de ce numéro du *Canadian WineCrafter* qui est destiné à tous les commerces au détail dédiés à la vinification artisanale et faites nous savoir ce que vous aimeriez que nous ajoutions dans VOTRE revue.

P.-S. Notez à votre agenda les dates du 22-25 juin 2012 retenues pour le premier congrès annuel de l'ACVA qui aura lieu au White Oaks Resort & Spa à Niagara-on-the Lake!



Rob Van Wely
President



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Wine Tasting...

It's as Easy as 123

By Carl Eshelman

Wine tasting, AKA “tasting” by those in the know, is the act of examining and experiencing wine for the purpose of evaluating its quality. Many are nervous about tasting but there is no reason to be. Let's break the act of tasting down into its basic steps and talk about each of them in turn.

➤ Step 1: The Look

The first step in the wine-tasting ritual is to assess the wine's colour. This can tell you a lot about the wine. Because we want to be able to properly evaluate the colour of the wine, tastings should always be done with a clear glass. Start by picking the glass up by the stem. Holding the glass by its bowl warms the wine inside and puts fingerprints on the glass which can get in the way of viewing the colour. You are looking for two things: clarity and colour.

Clarity. Look to make sure the wine is clear, brilliant and has no particles in it. While cloudiness and particles may not affect the flavor of the wine, they are still considered flaws.

Colour. The colour of the wine is best viewed by tilting the glass and looking at the wine through the rim against a white background. You are looking at the colour variation from the

deepest part of the wine to its edges. The colour of a wine can give an indication of two things: its age and variety.

Reds generally start life with a deep purple colour. Over time, they tend to fade and turn to a pale, brick-red hue. This colour shift is first visible at the edge of the wine where a lot of light is coming through, with more and more of the wine taking on this lighter hue as it ages. The age indicator for white wines tends to work opposite to reds, however. Whites tend to start light and darken with time.

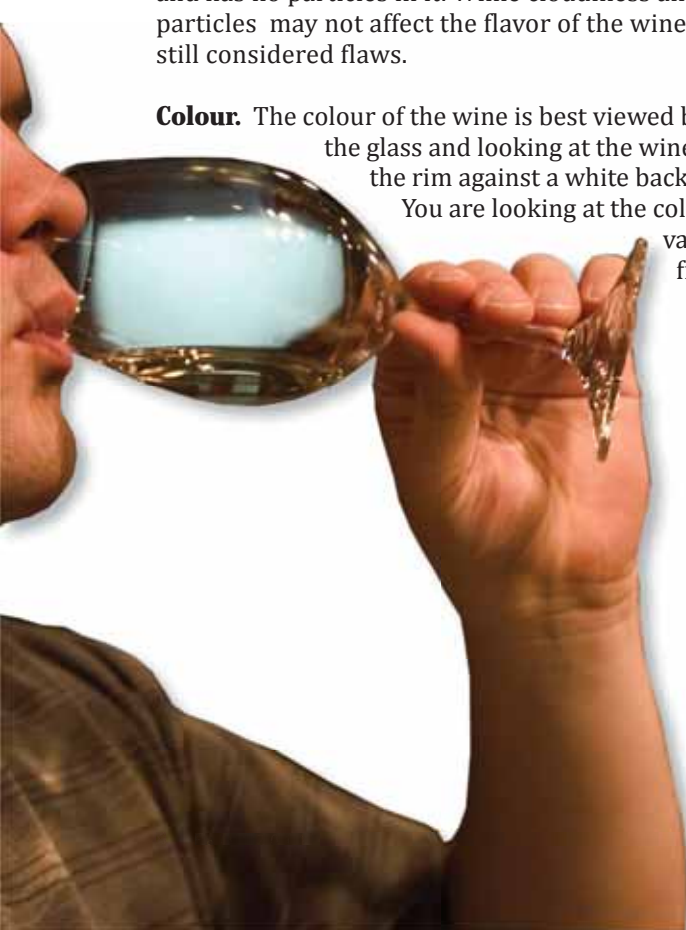
The colour of the wine can also be an indication of the variety of grape used and also where the wine is from. Different grapes produce wines of different hues and intensities of colour. Pinot Noir and Cabernet Sauvignon are two extreme examples. Pinot Noir is usually paler and less intense than other reds. Cabernet Sauvignon, on the other hand, tends to be dark and intense. Cool climate wines tend to have less colour than those from warmer climates.

➤➤ Step 2: The Swirl-N-Sniff

The swirl has two purposes: to expose the wine to a little extra oxygen and to agitate the wine so it releases more aromas.

The easiest way to swirl the wine is to set the glass on a smooth flat surface and slide the glass in small circles. Swirl the wine up the side of the glass. Stop swirling and let the wine settle back down. Watch the wine as it flows down the inside of the glass. The streams that form are known as “Tears” or “Legs.” A common misconception is that a wine's legs can tell you about its body and/or flavor. They can do neither. They can, however, be an indication of how quickly the wine will get you intoxicated. What the legs do indicate is the alcohol content of the wine. The more legs a wine has, the higher its alcohol content.

Now for some fun! Stick your nose in the glass as far in as you can and inhale deeply. Just like color, a wine's “Nose” can tell you a lot about the wine's character. Scientists say smell has direct access to the brain, connecting directly to memory and emotion. As a result, a wine's nose is the most telling and most memorable aspect of wine tasting. Just as a small whiff of that special ingredient your grandmother used in her cookies will conjure up fond memories, so will a wine's nose. Enjoy the aroma, find the memories and experience



the wine. While you're at it, be sure to keep your nose open to some of the smells we discussed in the last issue of *Canadian WineCrafter*. Many flaws can be identified by the wine's nose as well.

»» Step 3: The Taste

Finally, we get to the good part – tasting the wine. Swirl the wine a bit more to release additional aromas. Remember, much of what we perceive as taste is actually the product of our olfactory sense, not our tongue. Now take a sip of wine – not a large sip, but big enough to allow you to work with the wine in your mouth.

Work the wine around in your mouth – over and under the tongue. Feel how it affects different parts of your mouth and tongue differently. Don't swallow the wine; just enjoy the sensations on your tongue. Because so much of what we perceive as taste is actually smell, many people like to slurp some air through the wine.

Now for the big decision – to spit or not to spit, that is the question. When tasting only a few wines, and they are good, swallow the wine. However, if tasting more than three or four wines, spitting is recommended. This is not

just so you can remain upright and able to drive home; if that is the case, call a cab. This is primarily to help keep the palette from becoming tired and to keep your wits from becoming dim. I won't tell you the story of the case of absolutely HORRIBLE wine I purchased after a day of not spitting at a wine-tasting weekend a few years ago. But I will tell you that my wife has yet to let me live it down.

After you swallow or spit, pay attention to the "Finish." Exhale gently and slowly through both your nose and mouth. Note how the taste lingers in your mouth. In general, the better the wine, the more complex and long-lasting the finish will be.

We could spend much more time talking about ways to describe the tastes, sensations, and aromas you will experience while wine tasting but, for now, the most important thing to know is this: drink the wine you like. The most expensive, most critically-acclaimed wine is worthless if you don't enjoy it.

Carl Eshelman is a regular contributor to Canadian WineCrafter and may be contacted at www.vintnerresources.com if you have questions, comments or suggestions.



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'Good' winemaker or '**GREAT**' winemaker?

By Peter Smith

I recently attended a conference in Canada's golden gem, BC's Okanagan Valley. The theme, based on the Jim Collins book "Good to Great" (HarperCollins publishing), was about the many winemakers who are good at what they do – and the very few who get to be great.

What is the secret to becoming a great winemaker? How do I get to the next level? I'm like a kid playing a video game who's always trying to get to that elusive top level. After visiting 1000's of winemaking establishments that use wine kits, I have discovered that some winemakers

are good and some are great. So what's the difference between a good winemaker and a great winemaker? Let's try and find out.

GOOD SETUP: Make sure your area for making wine is kept clean. Stainless steel is best. Wood surfaces can collect and store bacteria, moulds and yeast. Kitchen-style counter tops are in the middle of the pack. If you wipe them down and keep them clean, they are generally O.K. Create a warm, friendly, inviting atmosphere – not cold and institutional.

INGREDIENTS: If you source poor quality ingredients, your expert skills at winemaking will be lost in the goal of producing a fine wine. Use a top supplier and ask for references. Small manufacturers tend to be inconsistent with their quality of product. Avoid buying products from the back of a pickup truck or at flea markets. Make sure your manufacturer indicates the production date on your kit and educates you on how to read it. Old kits generally do not make good wine. Kits older than a year are in serious need of a drain.

GOOD GEAR: if I was going to climb Mount Everest I would want the best equipment money could buy and the same applies to winemaking. Make sure you buy new, good quality, food-grade equipment that can be cleaned and easily sanitized. I like to ferment in stainless steel but a more affordable option is food-grade plastic fermentors. When making a wine kit, you need at least 15-25 percent head space in the container. I prefer the 30-litre fermentors when making kits (they provide 24 percent head space). Ribbed glass carboys or the newer-style plastic carboys (a better bottle) are my choice for secondary fermentors. Plastic is lighter and safer.

CLEAN & SANITIZE: If you don't understand this concept then you need to do some serious reading. Make sure your gear is clean and **MAKE SURE** you sanitize all those nasty bacteria and unwanted yeast strains from your winemaking equipment. If you need a tune-up on cleaning and sanitizing, ask your sales representative to give you some tips or guide-sheets.



CLEAN FERMENTATION: This is really important! Most wine kits use EC1118 yeast. This is very reliable yeast, as it starts growing 99.9 percent of the time (kind of like my Honda Civic). This yeast takes about three to five days to populate and start fermenting. If the population of this yeast is not optimal you may have too few workers to get the job done before alcohol comes in and starts killing your labour force. Start your must at 75°F and keep it there with a room temp of 72°F+. This will ensure a complete fermentation and will also make cleaning easier and generally make your wine taste better.

SULPHITES: If you are intending on aging your wine for a long period of time add an extra ¼ teaspoon of potassium metabisulphite just before you bottle. This will ensure that the great wine you just made stays great.

BARREL AGING: Not only do oak barrels look very cool in your store but they actually make your wine taste better. With many suppliers offering 23-litre barrels why not give one a try and see if your wine can go from *good* to *great*. French, American and Hungarian oak are the top choices. I have an Acacia barrel I am currently playing with.

TIP: *Use a nice glass wine thief with a nice-tasting wine to do barrel samples and you'll sell them every time!*

FILTERING: I personally don't filter a lot of my wines but in the interest of making your wine shine use a good-quality filtering system. Filtering will make your wine excel and actually make it more shelf-stable.

BOTTLES: Make sure your bottles are clean. Why would you put great wine into dirty bottles? That has never made sense to me. Inspect them with a bright light – such as a flashlight – to ensure they are mould-free. If you see a science experiment at the bottom of the bottle, do not pass go and do not collect \$200.00. Send it to the recycling bin ASAP!

PACKAGING: If you are going to make great wine, why not make it look great. I like synthetic corks or stelvins caps (AKA screw caps). Make sure you add a great-looking label and matching shrink cap to finish off your GREAT wine. Offer custom labels. There are many different options that will get your customer talking up the wine they made and the great experience they had making it.

Peter Smith is a Certified Sommelier and currently works with RJ Spagnols as Ontario Sales Manager and national Wine Guru. Find him on Facebook at "Peter on wine".

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Start Your Wine Cellar

THE RIGHT WAY!



By Chris Miley

One of the great joys of wine is being able to select a bottle from your own cellar, perhaps one that you've been storing for some years, draw the cork and enjoy it with friends. You can marvel at the changes brought on by maturity and, as a bonus, you can brag about the price you paid and congratulate yourself on picking up such a bargain! However, wine is an ever-changing thing and how it is stored will directly affect how quickly and how well it ages!

Storing wine is very simple ...

It requires a constant temperature, humidity, darkness, stillness and a well-ventilated and clean environment.

Insulation

The first essential is to create a storage environment that provides the basics of stable temperature, no light and no vibration.

In general terms, four inches (100mm) of polystyrene is the equivalent to three feet (1 meter) of ground. So if you're trying to decide between an above ground construction and an underground cavern, you must be prepared to dig deep for the latter.

Your cupboard, indoor space or your outdoor construction must be well shaded, well insulated and with the minimum of air movement in and out.

Temperature

The objective is to provide stored wines with a constant temperature of between 50°F and 59°F (10°C - 15°C).

Seasonal changes in temperature will not harm your wine, although fluctuations greater than one degree a week should be avoided.

Wines subjected to temperatures over 77°F (25°C) are in grave danger of rapid deterioration.

Wines stored in less than ideal conditions will age at speeds quite different to those envisaged by winemakers when they offer suggested storage times. A hygro thermometer will provide you with accurate information as to both the temperature and humidity ranges within your cellar.

A well-constructed above ground cellar or a well dug underground cellar will require the minimum of additional temperature control although your climate or the position of your cellar may necessitate the use of a cooling device that will provide complete temperature stability.

Another alternative is a temperature controlled wine cabinet. Some of these can hold up to 800 bottles but note that some manufacturers' suggested bottle capacity can be misleading and the racks may be smaller than you require. Champagne bottles are larger than Riesling bottles!

Regard assembled wine as your best cooling block. A high density of wine bottles will reduce wine temperature fluctuations.

Consider keeping your long-term wines in a professional storage facility if your cellar cannot conform to the optimum temperature ranges.

Humidity

A dry atmosphere is an enemy of the natural cork seal. A natural cork is compressed and forced into the bottle as a 100 percent natural seal.

Low humidity combined with a defective cork results in the wine moving out of the bottle (increasing ullage) and air naturally moving into the bottle.

Moderate humidity is important to keep the cork in good resilient condition and prevent it shrinking. Screw capped bottles do not require humidity.

Excessive humidity will not harm the wine but can cause the labels to go moldy. The ideal humidity for your cellar is 70 percent, however anywhere between 50-80 percent is acceptable.

Darkness

Light will prematurely age a bottle of wine. Clear bottles are most susceptible to this problem, but ultraviolet light will penetrate even dark colored glass.

Ultraviolet light will damage wine by causing the degradation of the otherwise stable organic compounds, especially the tannins found in wine. These organic compounds contribute to the aroma, flavor and structure of the wine. Without them your wine would appear flat and thin.

So exposure to ultraviolet light results in unfavorable and irreversible changes in your wine.

Sparkling wines require extra care as they are more sensitive to light than other wines.

Lay it down!

Store your wine bottles horizontally so the wine is in contact with the cork. This will keep the cork wet. If the cork dries out and shrinks it will let air get to your wine. Store it with the label facing up. This will help in three ways:

You can easily see what the wine is. You don't need to disturb the bottle to see what you've got in your cellar.

The sediment will form on the opposite side to the label and make it easier to see.

The label is less likely to suffer damage. If you're storing wine as an investment, a damaged label will reduce the value.

Follow the tips above and you'll be on your way to creating a cellar where your wine will age to perfection and a cellar that will be the envy of your friends!

Chris Miley is the creator of the very popular ebook "How To Build Your Own Wine Cellar" which includes instructions for building your own basement wine cellar plus many other wine storage ideas for your home – from a cupboard under the stairs to a temperature-controlled wine cabinet. Visit www.winecellarsecrets.com to find out how YOU can have the perfect wine cellar! Printed with permission from FoodEditorials at www.streetdirectory.com.



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Six Customer Service Strategies That Win

By AllBusiness.com

You can have every product that your customers could possibly want, but if you don't treat your customers well, you can kiss your business goodbye. Numerous studies have shown that it costs more to acquire new customers than it takes to retain existing ones. Use these six service strategies to keep your customers coming back for more:

Strategy #1: Stay in Touch

Let your customers know you value their business by reaching out to them. Use newsletters, postcards, individual letters, or e-mails to deliver news about products, special promotions, and store events. (Allow customers to sign up for these missives in the store, and never send an e-mail without their express permission.) Send a thank-you note after a major purchase, inviting the customer to contact you with questions, feedback, or to discuss additional requests. Focus all these communications on letting customers know that you can solve their problems and meet their needs.

Strategy #2: Make Great Service a Priority

Excellent customer service requires training your staff and constantly reinforcing the message that customers come first. Start with the little things, such as a standard way of politely greeting people on the phone or asking that sales staff courteously greet anyone who enters the store.

Strategy #3: Store Collective Wisdom

One of the most important customer strategies is to set up a system for responding to customer inquiries or complaints. The last thing you want is for your employees to provide inaccurate information to your customers. Neither should they fail to provide a solution to a problem or quote policies that may not accurately address the situation.

Your goal should be to resolve issues during the initial customer contact, or, when that's not possible, within one business day. Whenever necessary, make sure employees let customers know that they may need some time to locate the information. Do not leave customers hanging.

With that in mind, staffers need to know exactly where to look for answers. While it's natural for new employees to rely on the wisdom of more experienced ones, you don't want all that wisdom to walk out the door when someone quits. Develop a "knowledge base"; that is, a store of information with answers to common questions, methods for solving problems, and standards for resolving disputes. Your knowledge base can be as simple as a notebook where staffers or the store manager jots notes; a searchable text file on a computer; or a database.



Strategy #4: Empower Your Staff

In some cases, where there is no policy – and occasionally in cases where the policy needs to be flexed – you need to empower certain people to make decisions, use good judgment, and bend the rules. Ask them to document these special cases; you can provide a pad of paper forms, let them enter information into the computer, or simply leave you a voice mail. Depending on the size of your operation, you may want to designate one person per shift as chief problem-solver.

Strategy #5: Know Your Customers

Instituting a formal way of tracking your customer interactions will help you identify your best customers, as well as those who may not have frequented your business in a while. You can also see if someone has needed repairs or is due for servicing on a product.

There are many software applications designed to do this, ranging from powerful – and expensive – “enterprise software” products to simple Web-based applications that cost less than \$20 a month. As you gain new customers, you enter their contact information and notes about the transaction into the software. Later, you can sort this data or analyze it to uncover useful information.

But you don't have to use a computer to track customers. A small shop could simply prepare an index card for each

“Use the information you’ve gathered about your customers to make customer service a science. Give them a quality experience and complete satisfaction, and they’ll keep coming back for more.”

customer and file them alphabetically. If the customer returns, sales staff can pull the card from the file, review the history, and note the latest interaction.

Strategy #6: Manage Customer Relationships

Once you have some history on your customers, whether from written notes or via a database, you can identify your best customers and reward them. Perhaps you'll offer a special discount to frequent customers or make a follow-up call to those who have needed recent repair work.

Use the information you've gathered about your customers to make customer service a science. Give them a quality experience and complete satisfaction, and they'll keep coming back for more.

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CCWA

Yummy Mummy

Wine Club

By David Long and Emma Bray

The CCWA has been busy pushing boundaries to increase awareness of craft winemaking from coast to coast. We've gone where we never have before to encourage discussion and engagement across the country. For the first time ever, the CCWA teamed up with Mompreneur Erica Ehm's Yummy Mummy Club to create Mom's Night Out to Wine – a wine club with chapters in Vancouver and Toronto!



Wine club members apply custom-made wine labels to their freshly bottled wine.



The Toronto Wine Club's first bottle of wine is successfully corked



CCWA Executive Director David Long joins the Toronto Wine Club for a September bottling event.

Working with the Yummy Mummy Club, the CCWA generated online conversation and gathered a group of mommy bloggers who were excited about finally having a fun activity that was just for them. Our pioneer wine club members are made up of mommy bloggers and those who are active in the online space in another way like Facebook or Twitter.

Before we all got to meet for the first time, each mom started her batch of wine 4 – 6 weeks prior to our meet-up. After an August filled with anticipation, we met in small groups in September to have some fun bottling and labeling the finished product. Hosted by Macedo Wine Grape Juice Ltd in Toronto and Broadway Brewing in Vancouver, our experts took our team of moms through the ropes of craft winemaking.

> Continued on page 16



A group of BC moms and bloggers joins the Yummy Mummy Club's Party Mummy Lisa for a Mom's Night Out to Wine!



Cheers to our Vancouver Wine Club! A special thanks to Broadway Brewing for hosting this event.



CCWA's Arnie Licas shows one of our Vancouver Wine Club members the art of corking.

> Continued from page 15

Over the course of our bottling sessions, the new club members quickly discovered that making your own wine can be a fun, social and interactive experience – not to mention budget-friendly and perfect for the holiday season of family and friend get-togethers!

Our new wine club members were busy sharing their fun online as they snapped photos and uploaded them to their Facebook pages or tweeted out to friends. Everyone learned more about having a great time, with great wine... made simple.

Why not start a wine club of your own? Here are some tips:

- Keep the event relaxed, have fun with it!
- Remember to have some finger food to have on hand to snack on.
- Create a fun playlist to keep the atmosphere exciting.
- Don't forget nametags if you're inviting people who haven't met before.



The bottling begins. A Toronto Wine Club member bottles her first batch of craft wine.



Our Wine Club in action as they bottle their wine for the first time.

- Are your guests active on Twitter? Create a unique #hashtag so other people can track your event.
- Stay in touch! Follow-up with your guests in a few months to see how they're enjoying their wine as it ages.

To stay in touch with CCWA activities, tips and tricks "Like" us on Facebook at [Facebook.com/WineMadeSimple](https://www.facebook.com/WineMadeSimple).

Tips for Our Retailers Using Social Media

We encourage retailers to create Facebook pages for their business in order to engage consumers outside of the store. Once you've built up an online community, it's important to remain active. Commit to responding to fan comments within 24-48 hours and try to post new content at least once per week. Topics could include upcoming events (like wine club meetings!), suggested food pairings for the various varietals of wine available at your location or new additions to your product line. Social media doesn't need to take up a lot of your time. Create an editorial calendar at the beginning of each month outlining what information you'll post each day. Be sure to include pictures and videos whenever possible to make your page interesting. Facebook is free and easy to use so get started soon. Once you've signed up, be sure to "Like" the CCWA Facebook page and join the conversation ...[www.facebook.com/winemadesimple!](http://www.facebook.com/winemadesimple)

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7 Steps to Dominating Social Media in Your Market



By Chris Marentis

Social Media Content - The Basics

First, there are some basics around content to be aware of when utilizing social media as a marketing tool. To have an effective social media campaign, you'll need to:

- Create great content that will attract, educate, and inform your audience. Using the right content, you become a trusted authority for your readers, so research what your customers want to read and provide it to them.
- Regularly update your content to keep up-to-date and current for your readers.
- Respond to what people are saying about your company quickly. This is your opportunity to be proactive and take a bad review and turn it around to build a positive relationship for happier customers.

Once you have the basics down, you can begin to utilize the following important steps to creating a powerful social media marketing campaign for your business.

Dominating Social Media - 7 Steps

1 Advertise on FaceBook. Advertising on FaceBook is cost effective compared to PPC [pay per click] programs, and you can really target your customers robustly by defining demographics, keywords, zip codes, types of households, and more.

2 Pay for fans. Fansandinvites.com and socioniks.com are two sites that offer programs to

attract individuals to your site which can lead to exponential growth of your fan base. You do want to make sure you're getting quality vs. quantity though, because these types of sites get paid for the number of fans they send, not the type.

3 Incentivize people to 'Like' you on FaceBook or 'follow' you on Twitter.

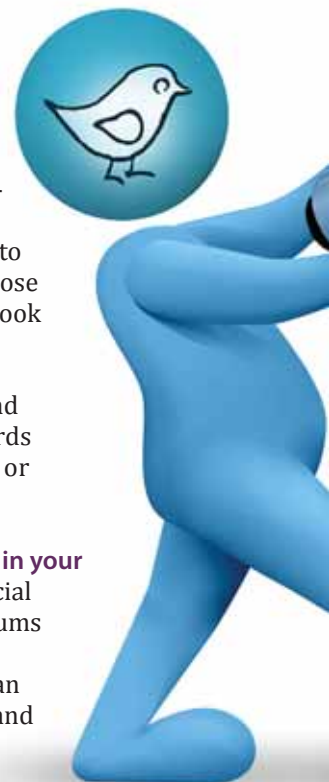
Give people a reason to like or follow you by offering free gifts, discounts, seasonal discounts, or free information.

4 Leverage hot button issues. Stay up-to-date with the latest trends by utilizing Google and keyword trends. Pay attention to news events, new products, etc. and use those events or keywords to talk about on FaceBook or Twitter.

5 Notice hashtag events. You can find and explore trending hash tags and keywords in your niche at hashtags.org, twubs.com, or whatthetrend.com.

6 Target popular tweeters and fan pages in your area. Research in the 'search' bar on social networks and find groups of blogs and forums where people are talking to people in your market niche. Invite these big bloggers to an event you hold to preview your company, and then ask them to blog or write about your business.

7 Email people on your current list. Let those on your current list know how to friend you and follow you on social networks, and give them an incentive to do so.



> Continued on page 20

7 étapes pour dominer les médias sociaux dans votre marché



Par Chris Marentis

Contenu de médias sociaux – Notions de base

Premièrement, certaines notions de base relatives au contenu doivent être assimilées lorsqu'on utilise les médias sociaux comme outil de marketing. Afin de bénéficier d'une campagne de médias sociaux efficace, vous aurez besoin de :

- Concevoir un excellent contenu qui attirera, éduquera et informera votre audience. En utilisant un contenu approprié, vous serez perçu par vos lecteurs comme une autorité reconnue en la matière, donc recherchez et donnez à vos clients ce qu'ils désirent lire.
- Assurez-vous que votre contenu destiné à vos lecteurs soit mis à jour régulièrement.

- Répondez rapidement à tout ce que les gens disent au sujet de votre compagnie. C'est votre opportunité d'être proactif et profitez-en pour répondre à une mauvaise revue et ainsi développer une relation d'affaires positive avec des clients plus satisfaits.

Dominer les médias sociaux - 7 étapes

Une fois les notions de bases bien saisies, vous pouvez commencer à utiliser les étapes importantes suivantes afin de concevoir pour votre commerce une campagne marketing de médias sociaux efficace.

1 Placez de la publicité sur Facebook. La publicité sur Facebook est à la fois économique et efficace comparativement aux programmes PPC (payer par click), et vous pouvez vraiment cibler précisément vos clients en définissant différents paramètres tels la démographie, les mots clés, les codes postaux, les types de ménage et encore plus.

2 Payez pour vos adeptes. Fansandinvoices.com and socioniks.com sont deux sites qui offrent des programmes permettant d'attirer les individus vers votre site et qui peuvent vous procurer une croissance exponentielle de votre base d'adeptes. Vous voulez cependant vous assurer d'un bon ratio qualité vs quantité, car ces sites sont rémunérés en fonction du nombre d'Adeptes qu'ils vous envoient et non de la qualité.

3 Offrez un incitatif aux personnes qui vous 'aiment' sur Facebook ou qui vous 'suivent' sur Twitter. Donnez une raison aux personnes de vous 'aimer' ou de vous 'suivre' en offrant des cadeaux gratuits, des rabais, des rabais saisonniers ou de l'information gratuite.

> Continued on page 20



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Social Media

> Continued from page 18

Whether you're a fan of social media or not, there's no denying its potential to help you grow and build your business. It's one tool to use as part of your current marketing campaign for continued growth.

Chris Marentis is the Founder and CEO of GenNext Media LLC, a revolutionary interactive media and marketing company, and creator of the Surefire Social lead generation marketing system. Copyright AllBusiness.com, used by permission. To view the original, please visit www.allbusiness.com/marketing-advertising/marketing-techniques/15287136-1.html

médias sociaux

> Continued from page 19

4 Servez-vous des signaux avertisseurs. Demeurez à jour avec les plus récentes tendances en utilisant Google et les tendances par mots clés. Soyez attentif aux événements de l'actualité, aux nouveaux produits, etc. et utilisez ces événements ou ces mots clés pour en discuter sur Facebook ou Twitter.

5 Prenez bien note des événements générés par 'hashtag' (#). Vous pouvez trouver et explorer les 'hashtags' et les mots clés qui sont d'actualité dans votre domaine au hashtags.org, twubs.com ou whatthetrend.com.

6 Ciblez les 'tweeters' et les pages d'adeptes populaires dans votre secteur. Faites des recherches dans la section 'Recherche' sur les réseaux sociaux et trouvez des blogues et des forums dans lesquels des personnes parlent à d'autres personnes dans votre secteur de marché. Invitez ces blogueurs influents à un événement que vous organisez pour avoir un aperçu de votre compagnie, puis demandez à ceux-ci de bloguer ou d'écrire sur votre commerce.

7 Envoyez des courriels aux personnes qui sont sur votre liste actuelle. Informez-les comment être ami avec vous et vous suivre sur les médias sociaux, et offrez-leur un incitatif.

Que vous soyez un adepte des médias sociaux ou non, il est essentiel de ne pas en nier le potentiel pour vous aider à développer vos affaires. C'est un outil à intégrer dans votre campagne marketing usuelle afin de vous assurer une croissance continue.

Chris Marentis est le fondateur et le chef de la direction de GenNext Media LLC, un média interactif et une compagnie marketing révolutionnaire ainsi que le créateur du système de marketing Surefire Social lead generation. Tous droits réservés AllBusiness.com, utilisés avec la permission. Pour consulter le texte original, veuillez visiter le www.allbusiness.com/marketing-advertising/marketing-techniques/15287136-1.html

Giving Wine on a Holiday

By Jean Bolton

It always shows you have class when you give a bottle of wine as a gift, but when it is given at a holiday when everyone is in a festive mood it just gives that little extra. The following wine gift proposals will make it that the person or persons receiving the gift will remember you for it.

Chocolate and some red wine in a basket

As you may know, wine often complements some types of food and if a wine basket is put together with a red wine and dark chocolate you have a good mix of healthy and delicious in one container. The antioxidants that are present in red wine are very beneficial, but only recently it was found that dark chocolate is good for a person's health as well. So if you like wine and you like chocolate you should be very pleased to hear this and happy if you get a gift basket that contains both of these healthy products.

A fish needs to swim

So if red wine goes nicely with chocolate then you should know that white wine goes best with a fish. A perfect idea as gift would be to create a gift basket with smoked salmon, no refrigeration needed, together with a nice and crisp Chardonnay or Chablis is a wonderful gift to receive during the holidays. Even if you don't give this to a friend or family member having this in the house during the holiday it is perfect match to give to those visitors who drop by unexpected.



Cheese, cheese, cheese

Imagine this, a glass of cold white Riesling, that fresh fruity flavor in your mouth and after that a piece of cheese, that would be the perfect finish. Put together a nice gift basket with a bottle of Riesling wine, some fruit, crackers and of course some nice cheeses. For fruit you can select almost anything just keep in mind that if you put some softer fruits in the basket you will have to place the fruit inside a hard sided container. Hard fruit like apples or oranges don't need that.

Get a box or nice tasting crackers in there so the receiver has something to put the cheese on. The cheeses you put in the basket cannot be just any old cheese; you will need to put in either already sliced or diced pieces of cheese or cheeses that are easily cut – cheeses like cheddar, Gouda or provolone. Do not put Parmesan or other hard cheeses in the gift basket.

Skipping the food factor

You don't have to put food in a gift basket just because it's a holiday. You can always go for a good wine spread, giving some different kinds of wine, white or red or both in a nice wooden box.

Just keep in mind that, holiday or no holiday, always consider the receiver, think what that person would like to receive, not what you would like to give. That way, the holidays will be perfect.

Jean Bolton loves to give gifts and wine is her favorite. She shows at <http://www.worldwidewinegifts.com> what you can do with wine when it comes to giving. Printed with permission from FoodEditorials at www.streetdirectory.com.



Talking Turkey!

The festive season is just around the corner and whether you plan to serve up the traditional turkey with all of the trimmings – white and dark meat, sweet and rich yams, tart cranberries, buttery mashed potatoes, a favourite stuffing, and a decadent sweet for dessert – or ham, beef or goose for your crowd, it's a challenge to choose a single wine that will pair nicely with all of the flavours of your meal. You may have a diverse gathering whose tastes are cultural, varied or unknown. You may want to serve a little of several different types of wine so your guests can taste a wine with each dish. Let's try to keep it simple and just focus on the dominant flavour of the main course.

Turkey

When we think of turkey, we think of white wine – the classic choice for poultry. The standby white wine for many is Chardonnay, especially for roast turkey. Consider also whites that are refreshing, tangy, and fruity, such as Chenin Blanc, Gewurztraminer, Riesling or Sauvignon Blanc. But don't rule out the reds. You

can serve reds that are low in tannins and are light- to medium-bodied with turkey, such as Beaujolais, Pinot Noir, Shiraz, Syrah and Zinfandel.

Duck or Goose

Fowl such as duck and goose has a stronger flavour than turkey so it's well-matched with a medium-bodied wine. White choices might be Chardonnay or Sauvignon Blanc, or, for a suitable red, try Burgundy or Zinfandel.

Game (Venison, Pheasant, Quail, Rabbit or Boar)

The strong flavour of game is also well-suited with a medium-bodied wine, such as Chardonnay, Pinot Noir, Rioja, Shiraz and Syrah.

Ham

Ham's main flavour is salt and maybe smoke. You'll want a light- to medium-body wine that's low in tannins

again. For a white, try Chardonnay, Gewurztraminer or Riesling or for a red, consider Beaujolais, Pinot Noir or maybe Zinfandel.

Beef and Lamb

Thinking of serving prime rib this year? Go for medium to full-bodied reds as the best match for the bolder flavours of beef. Generally, red meats can be paired well with Red Burgundy, Cabernet Sauvignon, Merlot, Pinot Noir, Shiraz, Syrah and Zinfandel. It may be difficult to find a white that holds up to the flavour of red meat – but if you prefer a white, try Chardonnay or Sauvignon Blanc.

Fish and Shellfish

There are many choices to complement your seafood, depending on the fullness of its flavour. White wines are generally the right choice. A good match would

be Sauvignon Blanc. Try Chardonnay, Chablis, sparkling wine or Champagne if your seafood is served in a rich, creamy sauce. If you must have red, try a medium-bodied, low-alcohol Pinot Noir.

Perfect Pick

One easy-drinking, food-friendly wine that can handle everything from salty appetizers to sweet potatoes to a maple glaze on the turkey is Riesling. It's moderate to light in alcohol with high acidity to balance all the richness of a large meal, plus a touch of sweetness to go with the sweet potatoes and cranberries.

Of course, you can simply drink what you enjoy. But the important thing to remember about your festive dinner is not the menu – it's the people who share it with you.

WOW YOUR CROWD!

Warm up this winter with these festive favourites at your get-together.

MULLED WINE

(Makes 1 litre)

One litre of red wine
One peeled, sliced orange
¼ cup of brandy
10 cloves
2/3 cup honey or sugar
3 cinnamon sticks
2 tsp allspice

Combine all ingredients in either a large pot or a slow cooker. Gently warm the ingredients on low to medium heat (avoid boiling), for 20-25 minutes. Stir occasionally to make sure that the honey or sugar has completely dissolved.



YULETIDE PUNCH

(Serves 12)

3 bottles dry red wine
1 ½ cups brandy
1 ½ cups sugar
3 cinnamon sticks
8 whole cloves
3 small lemons, zest scored lengthwise if desired with a channel knife and fruit sliced thin crosswise

In a large saucepan bring wine and brandy to a simmer with sugar, cinnamon and cloves, stirring, and cook at a bare simmer 2 minutes.

Stir in lemon slices and ladle into heat-proof cups.

Reprinted with the permission of the Fermenters Guild of Ontario, at www.fermentersguild.com.

Retail Window Displays

By Ken Gaebler

Retail window displays can draw customers into your store and create a strong brand. We offer advice on how to make the most of your store window displays.

A neat, eye-catching window display is an effective way to stop pedestrian traffic and entice people to enter your store.

To be sure, retail window displays have become more prominent and more sophisticated.

When was the last time you walked past a store window that didn't have some sort of graphic display?

Whether you operate a one-of-a-kind boutique or a chain store with hundreds of locations nationwide, you've got to master the art of retail window displays.

You've come to the right place, mind you. If you are wondering how to grab the attention of a busy person and lure them into your store to make a purchase, we've got some great tips for you.

• **Grab their attention.** First and foremost, a retail window display must be eye catching. It takes only a few seconds to walk past a store window. If you don't grab their attention, you've lost the sale. Priority one is to divert the focus of the shopper to your store. At a minimum, your store windows need to be more edgy and engaging than the competition next door to you and across the street.

• **Work with your vendors.** Many retailers neglect to contact their vendors for help on retail window displays. That's a mistake. Vendors will be happy to provide you with posters, banners and retail POP displays that you can put in your store windows. If you are on a tight

budget, this can be a way to get a decent retail window display with minimal cost and minimal effort. It also directly promotes something that you sell. The downside is that you have little creative control over these materials.

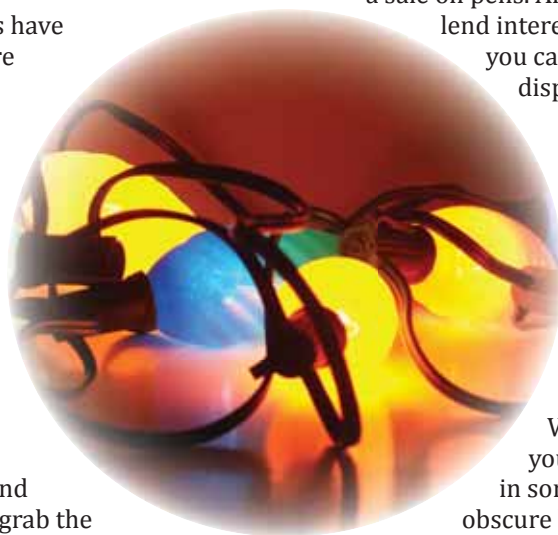
• **Work with artists.** Sure you could hire a Madison Avenue advertising agency to design your retail window displays, but you may find better cheaper talent simply by engaging the local art community. For example, an office supply store might contract a local artist to create large paintings of old-fashioned quill pens to promote a sale on pens. Alternatively, art galleries often will lend interesting pieces to you around which you can build a compelling retail window display.

• **It's not just about you.** Consider making your windows available to local nonprofit organizations that are promoting a good cause. Window displays used for community projects often create good will for the retailer.

• **Show your holiday spirit.** If Valentines Day is coming up, tie your window display into the holiday in some way. For every holiday, even obscure holidays, there is probably a clever way to promote your store with marketing messaging that ties into the holiday.

• **Think outside the window box.** Instead of just putting up a Christmas display in your store window, why not wrap your entire store in holiday lights? Don't constrain yourself just to your windows like your competitors do. Think about ways to use the outside of the building in addition to or in conjunction with the window displays.

• **Be a quick change artist.** Stale window displays will quickly be tuned out by passersby. It's a good idea to change your windows at least every month. Smart retailers put in place a window display plan for the year and then execute the plan. In that way, you know when you will be changing out your windows and can prepare accordingly.



• **Don't forget lighting.** Retail window displays should be well-lit day and night. Even after the store is closed, it's a good idea to light up your window displays so that your marketing continues even while you and your workers are not at the store. Good daytime lighting is also important as it helps to avoid shadows that can limit the effectiveness of your window display.

• **Keep those windows clean.** Nothing ruins a retail window display faster than a filthy window. Keep your windows clean to maximize the effectiveness of your window displays.

• **Buy a digital camera.** Remember that imitation is the greatest form of flattery. As you walk around the world, you'll no doubt see other retailer's window displays. Use these ideas to fuel your own creativity. By buying a digital camera and keeping it with you at all times, you can take pictures of window displays you like and then review them later. [Ed. Or use the camera in your cell phone to capture great looks.] Without a camera, there's a good chance you'll forget what you saw.

As a retailer, there are so many things you can spend your time on. Don't forget to allocate time to your retail window displays because they can truly be a huge contributor to growing revenues and an expanding customer base.

Don't let that "window" of opportunity pass you by.

Ken Gaebler is President of Gaebler Ventures, a business incubation and consulting firm that helps retailers and other small businesses to achieve higher profitability levels. Gaebler Ventures is based in Chicago, Illinois and resides on the Web at www.gaebler.com.

We would like to thank all of our
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Global Payments P.17	Winexpert P.17

How-to for the Holiday

Create a seasonal display that you can use year-after-year. Pick a theme – one that relates best to your products. Find a focal point – one central object to catch the eye. Keep it simple – use light and colour to create interest.



Customers will stop to appreciate your gift ideas for the special wine-maker – wine kits, bottles, glasses, openers, aerators, books, labels, stop, gift certificates (samples), sommelier tools and, of course, chocolates – displayed in your chosen décor. If you can't decide on a free-standing display, paint your window!

Pick a theme

Traditional

Santa's workshop – with busy elves, Santa
Lots of red and green
Christmas tree or greenery
Pine scents
Coloured lights
Bookcase or shelving

Modern

White saplings – 6-8 ft tall
Lots of fake snow
Silver or gold ornaments or small mirror globes
Lots of miniature lights

Victorian

Antique settee
Persian rug
Table and lamp
Carolers music playing
Spiced scents
Warm lighting
Mantlepiece or draped table

Winter

Lots of snow
Trees or boughs
Pinecones
Animals, e.g., penguins, deer or polar bears
Skiis
Silver and white
Sled for piling items
Fire burning on flatscreen TV



Retailer/FOP Operator Membership Application Demande d'adhésion pour détaillants / opérateurs de CDV

*CCWA is a trade association that promotes the growth & success of the craft wine industry in Canada.
L'ACVA est une association qui favorise le développement et le succès de l'industrie du vin artisanal au Canada.*

Contact Information/Coordonnées

First Name/Prénom _____ Last Name/Nom de famille _____

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Store Address/Adresse du magasin _____

Address 1/Adresse 1 _____ Address 2/Adresse 2 _____

City/Ville _____ Province _____ Postal Code/Code Postal _____

Store Information/Information du magasin _____

Phone Number/Numéro de téléphone _____ Fax Number/Numéro de télécopieur _____

E-mail Address/Adresse courriel _____ Website/Site Web _____

Year Established/Année d'établissement _____ Years in business/Années en affaire _____

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Entreprise individuelle Partenariat Corporation

Additional Contacts/Autres personnes-ressources

Name/Nom _____ Title/Titre _____ E-mail/Adresse courriel _____

Name/Nom _____ Title/Titre _____ E-mail/Adresse courriel _____

<p>I hereby apply for membership in Canadian Craft Winemakers Association (CCWA). I approve and agree to the purpose of the organization and its by-laws which govern its affairs. I certify that I am an officer of the above company; and that all the information reported in this application is accurate. I understand that if false or misleading information has been reported that my application may be denied. Furthermore, I certify that our company subscribes to the following CCWA Statement of Principles to which every member of CCWA subscribes:</p> <ol style="list-style-type: none"> 1. Our association recognizes the legal responsibilities imposed upon all of our members and clients of our members by the Federal, Provincial and Municipal governments. 2. Our membership recognizes and abides by the CCWA code of ethics at all times and in all of its dealings. 	<p>Je, soussigné, fait une demande d'adhésion à l'Association Canadienne des Vinificateurs Artisans (ACVA). Je reconnais et adhère à la raison d'être de cette organisation ainsi qu'à ses règlements de gouvernance. Je certifie que je suis un membre de la direction de la compagnie ci-haut mentionnée; et que toute l'information apparaissant dans cette demande est exacte. Je comprends que la soumission d'une information fautive ou erronée impliquera le rejet de cette demande. De plus, je certifie que notre compagnie souscrit à la Déclaration de principes de l'ACVA à laquelle souscrit également chacun des membres de l'ACVA :</p> <ol style="list-style-type: none"> 1. Notre association reconnaît les responsabilités légales qui sont imposées à tous nos membres et aux clients de nos membres par les divers gouvernements au niveau fédéral, provincial et municipal. 2. L'ensemble de nos membres reconnaît et se conforme au code d'éthique de l'ACVA en tout temps et dans le cadre de tous ses agissements.
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<p>Signature of Officer or Owner/ Signature du membre de la direction ou du propriétaire</p> <p>_____</p> <p>Print Name/Nom en lettres majuscules</p> <p>_____</p> <p>Signature of Authorized Representative/ _____ Signature du représentant autorisé _____</p> <p>Date _____</p>	<p>Annual Retailer/FOP Member Dues/ Cotisation annuelle – Détaillants/CDV</p> <p>\$250.00 CDN : _____ \$250.00</p> <p>Add GST/HST/Ajoutez la TPS/TVH *: _____</p> <p>Total Enclosed/Montant joint : _____</p> <p>* AB,MB,NT,NU,PE,SK,YK – 5%; BC – 12%; ON,NB,NL – 13%; QC – 5%+8,5%; NS – 15%</p>
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Ver April 2011

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- **AN INSURANCE DISCOUNT.** Current members have saved up to 40% on their insurance rates. This package is specifically designed for on-premise stores, covering extra items such as spoilage, contamination, product recall and more
- **ACCESS TO ALL** CCWA marketing tools free of charge, including: "Discover Winemaking" brochure & poster, advertising material, door decal and "Rules & Regulations" poster. Let your customers know that you are taking extra steps to make your store and products superior
- **ACCESS TO THE** Annual General Meeting and Conference. Attend seminar programs designed for our industry. Meet with the manufacturers and industry suppliers. Spend the weekend networking with other stores from across the province
- **YOUR STORE WILL** be listed under find a retailer on Canada's only industry devoted web-site: www.winemadesimple.ca
- **ACCESS TO THE** member's only portion of the website where there are marketing tools and industry information available only to our members
- **YOU WILL BE** eligible for greatly-reduced credit card processing rates (VISA and MasterCard). This alone should cover the cost of annual membership
- **HAVE YOUR VOICE** heard by the Provincial and Federal governments. We are recognized in Ontario as the largest organized stakeholder for our industry. There is strength in numbers!
- **YOU WILL RECEIVE** the *Canadian WineCrafter* three times per year – the only trade magazine exclusively designed and distributed to the Canadian craft wine retail industry



BÉNÉFICES EXCLUSIFS DE VOUS JOINDRE À L'ACVA:

- **ÊTRE À JOUR SUR** les problématiques décisionnelles pouvant affecter votre commerce – recevoir une infolettre mensuelle traitant des problématiques décisionnelles relatives à l'industrie
- **UN ESCOMPTE D'ASSURANCE.** Les membres actuels ont épargné jusqu'à 40% sur leurs frais d'assurance. Cette offre est spécialement conçue pour les Centres de Vinification, couvrant certains éléments tels les produits détériorés, la contamination, les rappels de produit et encore plus
- **L'ACCÈS À TOUS LES** outils marketing de l'ACVA sans frais, incluant la brochure et l'affiche «Découvrez la Vinification», au matériel promotionnel, aux décalques de porte et à l'affiche «Règles et règlements». Faites savoir à vos clients que vous vous efforcez constamment d'améliorer votre magasin et vos produits
- **LA PARTICIPATION À L'ASSEMBLÉE** générale annuelle. Participez à des programmes de formation développés pour notre industrie. Rencontrez les manufacturiers et les fournisseurs de l'industrie. Profitez de ce week-end pour faire du réseautage avec d'autres commerces de la province
- **VOTRE MAGASIN SERA** inscrit dans la section «Trouver un détaillant» dans le seul site Web totalement dédié à l'industrie : www.fairesonvinfacile.ca
- **L'ACCÈS À LA SECTION** réservée exclusivement aux membres sur notre site Web dans laquelle vous retrouverez des outils marketing et de l'information sur l'industrie disponibles uniquement à nos membres
- **VOUS SEREZ ADMISSABLE** à des taux grandement réduits sur les cartes de crédit Visa et MasterCard. Rien que cet avantage pourrait suffire à couvrir les frais annuels d'adhésion
- **SOYEZ BIEN REPRÉSENTÉ** auprès du gouvernement provincial et fédéral. Nous sommes reconnus en Ontario comme étant le plus important organisme de représentation de notre industrie. Notre pouvoir d'influence repose sur notre nombre!
- **VOUS RECEVREZ** le magazine *Canadian WineCrafter* trois fois par année - le seul magazine destiné à l'intention de l'industrie canadienne des vinificateurs artisans



Awarded for Quality Wines 306 Medals

"2011 WineMaker International Amateur Wine Competition"



Craft with Confidence... Sip with Pride!

For the 5th year in a row, **RJ Spagnols** wines have been recognized for quality and excellence, winning more medals than any other wine kit manufacturer at the "2011 WineMaker International Amateur Wine Competition".

Best of Show Winners ...

- RQ Cru Select German Müller-Thurgau wins Best of Show WHITE
- Grand Cru Gewürztraminer wins Best of Show SPARKLING

Be proud to craft and sip RJ Spagnols' award winning wines with family and friends!



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