



Canadian WineCrafter – Spring 2011

Editorial Plan

- Nutritional labeling CFIA
- Amalgamation of provincial guilds
- Events
 - Weddings
 - Summer wine
 - BBQ
 - Wine recipes
- Small-market mail campaigns
- Marketing tips
- Flyer design
- Summer – popular varietals
- From previous magazine
 - Purity
 - Natural ingredients
- Article from Carl Eshelman
- Sustainability & Environment
 - Why process is better than importing from France or Chile
 - Carbon footprint
 - Domestic economic support
 - Recycling & reuse of bottles and boxes
 - Local vs. worldwide transportation
- Custom labeling – MacDay
- Conference information
- Membership information