

VQA News and Tips — April 2016

THANK YOU FOR RENEWING YOUR VQA ONTARIO MEMBERSHIP

Many thanks to our members for renewing their VQA memberships on time.

For those of you who have not yet renewed, please note that your membership has expired (effective April 1, 2016) and your online account has been set to “inactive” status – access to online services has been discontinued and no wine approval applications will be accepted, or results issued. Please contact the VQA office if you wish to renew your membership.

For those of you who have renewed but not yet paid, your membership has expired (April 1) but your account will remain active until April 30, at which time, if no payment has been received, your access will be deactivated and bylaw provisions related to resigned members will apply.

Special note for those that operate more than one manufacturer’s licence issued by AGCO:

Effective January 1, 2016, each manufacturer that uses VQA-regulated terms must have an individual membership in VQA Ontario. If you are a winery operating with more than one AGCO manufacturer’s license and you only have one VQA membership, please contact us.

VQA ONTARIO: SUPPORTING 15 YEARS OF ONTARIO WINE INDUSTRY GROWTH

VQA Ontario is pleased to present our latest publication. Learn about the value VQA membership can add to your business, VQA milestones and find out how VQA Ontario has been supporting 15 years of Ontario wine industry growth. A copy has been mailed to your winery.



[Click here to download an e-copy. \(INSERT LINK\)](#)

[Click here to download a printer-friendly copy. \(INSERT LINK\)](#)

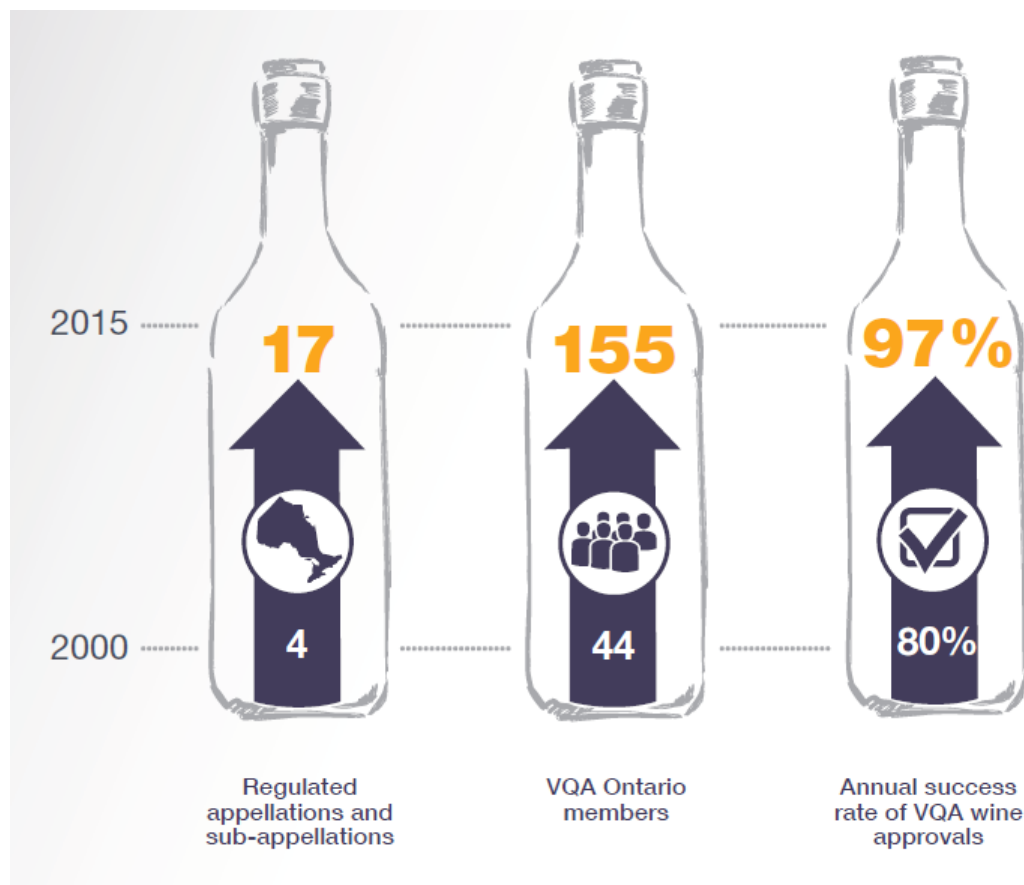
12 MONTHS TO BOTTLE

Don’t forget that if you receive an approval based on a tank sample, you must bottle it within 12 months of the tasting/lab testing or the approval will expire and the wine is no longer approved. A full re-submission is required to reinstate the approval. Best not to find this out after you have bottled.

A REMINDER ON VQA PROTECTED TERMS

Don't forget that the VQA rules apply everywhere – not just on the label. Consumer protection is at the core of the system. This means that if a wine does not qualify to use certain terms or designations on the bottle, those same terms are off-limits for signs, shelf-talkers, websites, etc. Our inspectors conduct regular reviews at winery retail stores (both on- and off-site), farmers' markets, and of websites to verify compliance. If you have questions or concerns, please don't hesitate to get in touch with us. We always want to hear from you.

VQA ONTARIO PROGRESS AND PRIORITIES



TIPS FOR THE MONTH

- We make every effort to process wine approval applications within 2-3 weeks (see our last newsletter and our [website](#) for advice to ensure timely results). In special circumstances, we can arrange a “rush” lab analysis that can reduce the approval process by approximately 1 week. Rush service:
 - is available when it can be accommodated within the LCBO lab schedule
 - must be arranged by calling or emailing Barbara Dodds at the VQAO office
 - is best arranged before the samples arrive at LCBO
 - is subject to a 50% premium over the normal fee (\$130 extra plus HST)

- is useful only when you cannot arrange to get your samples in by Wednesday morning and need the lab results the following week
- will not speed up your results unless you complete the file with labels, payment, paperwork etc.

If you have any questions about availability, or whether it can meet your expectations, please call us.

- There is no limit on how many samples you can submit at once but please be aware that large numbers of wines submitted at once may be spread over several tastings.
 - Each tasting session is limited to 40 samples
 - A maximum of 5 wines submitted by a single winery are normally included in any given tasting
 - Additional wines will be evaluated at the next available tasting until all samples are processed
 - At particularly busy times, less than 5 wines may be accommodated
 - If you wish to have certain wines within large submissions processed first, please let us know.