



LCBO PRODUCT LISTING APPLICATIONS

Implementation of recent enhancements made to the LCBO's New Item Submission System (NISS) require VQAO member wineries to now upload a copy of their "Approval Letter" as part of the on-line label review process. This is now mandatory whenever an Ontario VQA viticultural area designation is indicated on the NISS submission application. You can generate this document for any individual wine by logging into the VQA Services Wine Approval System (WAS), clicking on the Wine ID, then the Forms & Reports tab. The "Summary Report" function will generate a certificate of origin and proof of VQA status which can be saved and uploaded to NISS.

RULE CHANGES – APPROVALS PROCEDURES

The "Rules for Approvals" that govern procedures for wine approvals have been updated. Please take a moment to review them on the VQA Ontario website under "Regulations" – "Wine Standards" . The changes were made to Section 3 parts 4 through 7 and Section 8, part 1.

The updates in brief:

- Formalize the existing policy that requires all wine that is approved based on a tank sample to be bottled within 12 months of testing.
- Clarify the extended validity of wine approvals for a period of up to one year after a winery resigns or otherwise terminates their membership in VQA Ontario.

RULE CHANGES – PENDING

Proposed changes to allow the use of all appellations on non-glass containers and to create a new sub-appellation in Lake Erie North Shore named South Islands were approved by the Board of Directors for recommendation to the Minister for approval. A decision on these amendments is expected by late 2014.

REMINDER – ANNUAL GENERAL MEETING IS JULY 16 AT NIAGARA COLLEGE

Please join us for the Annual General Meeting where we will be discussing Bylaw amendments and electing Directors to the Board. The registration deadline is July 9!

VQA STICKERS - DO YOU STILL USE THEM?

In the past, VQA Ontario has kept a supply of VQA stickers that wineries can order by the roll for \$20 per thousand. Now that the VQA logo is optional, few wineries order these stickers and we are considering discontinuing these stickers once our existing inventory runs out. Please let us know if you are still interested in VQA providing these stickers and if so, whether you would intend to use the 25 mm or 16 mm version.

Need a quick way to explain the essence of VQA to your front line staff and customers?

VQA is about place. Special places right here at home. Places like nowhere else in the world.

*Where the soil, the slope, the sunshine, the warmth, the rainfall and the craftsmanship all matter. Together, they give us better grapes. And better grapes give us better wine. **Taste the Place***

Please use this and help us deliver a consistent message to Ontario wine drinkers about why VQA matters.

Questions? Contact us

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