

VQA ONTARIO
Ontario's Wine Appellation Authority
NEWS & TIPS SEPTEMBER 2019

ONTARIO WINE MASTERCLASS – 7 – 9 pm, SEPTEMBER 12, 2019, IWEG Toronto

VQA Ontario is presenting a masterclass on our Ontario sub-appellations, in partnership with the International Wine Education Guild (IWEG), to celebrate WSET Wine Education Week. Please consider joining us!

The class will run Sept. 12, 2019, 7:00 – 9:00 PM, at the International Wine Education Guild (IWEG) 211 Yonge St. Suite 501, Toronto. To register please contact Krysten MacMullin, krysten@iweg.org or sign up online at <https://www.iweg.org/courses/master-classes>

For more information please contact Katherina, katherina.radcliffe@vqaontario.ca

LUNCH AND LEARN – 12 - 2 pm, OCTOBER 2, 2019, LAKE ERIE NORTH SHORE

Working with VQA and Winery Audit

Join Laurie Macdonald from VQA Ontario and Peter Harris from LCBO Winery Audit for tips on managing the day-to-day regulatory requirements of running a winery. Learn how to:

- Submit wines for VQA approval
- Prepare for your audit
- Record inter-winery bulk transfers
- Manage your membership account and who can access it
- Use the new online invoicing and payment system
- Complete the J-10 form for LCBO, and upload the VQA required information
- Discover your options if your wine is not approved or if you get a compliance warning
- Find help or information when you need it

Please contact Laurie Macdonald (laurie.macdonald@vqaontario.ca) to register.

NEW VQA LOGO



The Wine Marketing Association of Ontario (WMAO) has recently completed a 2-year project to redesign and modernize the VQA logo. Led by industry marketing professionals, the project aimed to create a more contemporary logo with a strong connection to authenticity, origin and quality while retaining brand equity in the existing logo. The design process included consumer research to ensure the logo appealed to WMAO's principal target audiences. The new logo will debut in WMAO's activities beginning in September and LCBO's Period 7 VQA promotion campaign.

Use of the VQA logo on VQA wine packaging is optional, but to ensure consistency if used, the manner in which the logo appears is regulated under Regulation 406 of the VQA Act. If you plan to use the logo in association with a particular wine – on packaging, POS materials or advertising – please refer to the September 2019 version of the "VQA Medallion Graphics Standards Manual", available on the VQA

Ontario website at <http://www.vqaontario.ca/Regulations/Packaging>. Required artwork is also available from WMAO and VQA Ontario on our website. For the purpose of new label approvals, the old logo will be accepted during a transition period to be determined.

3 Things about VQA - the Ontario Wine Appellation Authority you might not know...

1. VQA conducts random testing on approved wines. We select 3-5% of approved wines to purchase at a retail outlet or online and conduct comparative testing with the samples submitted for approval. If the wine chemistry is materially different from the wine submitted for approval, the VQA approval will be revoked. Please do not be tempted to make adjustments to sugar, acid, the blend of components, or otherwise alter your wines post-submission. SO2 adjustments are permitted.
2. Wineries are now required to submit monthly VQA sales reports via a file upload to the VQA secure website, *VQA Services*. Please check with your finance or administrative staff to make sure they know about this. Later this year, we plan to integrate our online VQA Services platform with our accounting system. Once that migration is complete, all transactions will go through the online system and emailed or mailed reports will no longer be accepted. Payment by cheque will be available but must be matched to a *VQA Services* generated invoice.
3. If you export to Europe and require VI-1 forms and you have an in-house lab managed by a certified chemist, you can become accredited to issue your own VI-1 forms. Contact Laurie Macdonald for more information on this if you are interested.

NEW! DIGITAL VI1 FORMS

VQA and LCBO have moved to a digital version of the VI1 forms for export. Each form is still individually generated (and individually numbered with a sequenced code) and is an original document. You may only generate one original print out for a single shipment. Copies cannot be used. As before, should you require additional forms for export shipments, each original numbered form must be requested through VQA Ontario. A copy (digital or otherwise) of a previously used digital form IS NOT an original and will not be accepted at foreign customs. For more information, please contact kaitlin.wilson@vqaontario.ca at VQA Ontario.

COMING SOON! GRAPE AND WINE INDUSTRY BENCHMARKING STUDY

Please mark your calendars. Invitations to participate in the 5th and final year of the Benchmarking Study will be arriving by email on Friday Oct. 25, 2019. As with previous years, we will be sending the survey to the Primary Contact at the winery. If you would like your survey to be sent to someone else within your business, please advise us as soon as possible.