

# INSIGHT

2013 ONTARIO GRAPE + WINE INDUSTRY

|               |   |              |  |
|---------------|---|--------------|--|
| 9:00 – 10:00  | REGISTRATION  | 12:45 - 1:45 | LUNCH  |
| 10:00 – 10:15 | OFFICIAL OPENING OF SUMMIT<br>Welcome from co-hosts Bill George, Anthony Bristow and Ed Madronich; Emcee Del Rollo  | 1:45 - 2:30  | Keys to Selling More Direct to Consumer<br>Andrew Kamphuis (Vin65)<br>Introduction by Del Rollo  |
| 10:15 – 11:00 | Summary of the recent economic impact study for the grape and wine industry in Canada and Ontario.<br>Rob Morris (Frank, Rimerman + Co. LLP)<br>Introduction by Patrick Gedge   | 2:30 - 3:15  | Australia: a case study in the power of collaboration and marketing lessons learned<br>Angela Slade (Regional Director, North America, Wine Australia)<br>Introduction by Debbie Zimmerman |
| 11:00 – 11:15 | COFFEE BREAK  | 3:15 - 3:30  | COFFEE BREAK   |
| 11:15 - 12:00 | Shari will present an overview of recent trends at the LCBO and specific trends for Ontario wines and VQA.<br><br>Pamela will tap into LCBO insights to reveal the Ontario wine consumer ~ Who they are and how they shop.<br>Shari Mogk-Edwards & Pamela Lawson (LCBO)<br>Introduction by Steve Bolliger | 3:30 – 4:15  | Industry collaboration – a short cut to success in building a world class wine region<br>Steve Burns (O'Donnell Lane L.L.C.)<br>Introduction by Greg Berti                                 |
| 12:00 - 12:45 | Doing It Right And Doing It Wrong:<br>How to engage consumers at home and abroad.<br>Tony Aspler (Tony Aspler Wine Services)<br>Introduction by Sue-Ann Staff   | 4:15 – 4:30  | Closing remarks by co-hosts Bill George, Anthony Bristow and Ed Madronich  |
|               |   | 4:30 – 5:30  | RECEPTION  |