

## 2010 VQA Restaurant Award of Excellence Application

### Recognizing Excellence in Wine Lists Showcasing Ontario Wines

Consumers are looking for local and the VQA Restaurant Award of Excellence helps them find 100% Ontario grown wine when they are dining out.

VQA is Ontario's appellation of origin system, Vintners Quality Alliance wines are 100% Ontario grown grape wines of origin.



**Does your wine list have 25% or more local Ontario Wines?** If yes, then apply now to become a VQA Restaurant Award of Excellence winner!

#### About the Awards

- Gold VQA Restaurant Award of Excellence is the most prestigious award that recognizes establishments when 75% or more of the wine list is Ontario VQA.
- The VQA Restaurant Award of Excellence commends restaurants that have 25% or 25 listings representing VQA wines on the list plus wines by the glass.
- The award is given by Wines of Ontario and includes many marketing and public relation benefits.

#### Eligibility

Any Ontario facility that has a license to serve beverage alcohol, which may include, but not limited to: restaurants, bars/wine bars, restaurant chains, hotel dining rooms, meeting and convention centres, caterers, private clubs and winery restaurants serving Ontario VQA wines by the bottle or glass. Licensee's self-submit applications. There is no cost to apply.

#### Benefits for VQA Restaurant Award of Excellence Winners

- ❖ A full-page advertisement in the Autumn 2010 issue of *Food & Drink Magazine* recognizes the Gold award recipients and refers readers to the complete listing of recipients on [www.winesofontario.ca](http://www.winesofontario.ca).
- ❖ Award program is showcased in the Wine Country Ontario Travel Guide – over 500,000 printed copies plus online distribution (2011 issue)
- ❖ Public Relations helps profile award winners
- ❖ Inclusion in Wines of Ontario online database for year round reference
- ❖ Winners can post restaurant events with Ontario Wines on [www.winesofontario.ca](http://www.winesofontario.ca).
- ❖ Opportunities for staff participation in familiarization trips to Ontario's wine regions and staff educational training
- ❖ Winners receive a framed certificate, for prominent display, that identifies your restaurant as an award recipient
- ❖ Use of the VQA Restaurant Award of Excellence logo on your menu, website and marketing pieces.



We look forward to receiving and reviewing your application, and awarding you the recognition that your restaurant's outstanding local wine list deserves.

**Applications are accepted year-round. Submit by June 30, 2010** to take full advantage of all the marketing and public relations benefits.

Apply Online: [www.winesofontario.ca/licensee](http://www.winesofontario.ca/licensee) OR Fax: 905-684-2993 OR

Mail: Wines of Ontario, 110 Hannover Drive, Suite B205, St. Catharines, ON, L2W 1A4

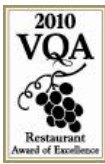


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Contact Linda Watts if you need assistance, [Linda.watts@winesofontario.org](mailto:Linda.watts@winesofontario.org), 905.684.8070 Ext. 223

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***How did you learn about the Wines of Ontario VQA Restaurant Award of Excellence?***

- Prior Recipient
- MPP (name and riding) \_\_\_\_\_
- Ontario Licensee Sales Representative \_\_\_\_\_
- Other Restaurant \_\_\_\_\_
- Other \_\_\_\_\_

MAIN CONTACT FOR WINE LIST				
Name		Title		
Company				
Mailing Address (if different from Restaurant Address)			Postal Code	
Telephone			Fax	
E-mail				
RESTAURANT INFORMATION (for marketing purposes)				
Restaurant Name				
Street Address				
Mailing Address (if different from Street Address)			Postal Code	
Telephone			Reservation Line (if different from Telephone)	
Website				
CATEGORY WHICH BEST DESCRIBES YOUR ESTABLISHMENT (CHECK ALL THAT APPLY)				
<input type="checkbox"/> Fine Dining	<input type="checkbox"/> Bistro/Café/Wine Bar	<input type="checkbox"/> Hotel Dining Room/Club	<input type="checkbox"/> Restaurant Chain	<input type="checkbox"/> Winery Restaurant
Number of Seats			Number of Wait Staff	



# 2010 VQA Restaurant Award of Excellence Application

**Wine List Content, Design and Format**

- 25% of wine list is Ontario VQA and/or a minimum of 25 listings
- Wines by the glass – 25% or minimum of 2 white and 2 red
- GOLD Award of Excellence: special recognition will be given to restaurants that exceed 75% Ontario VQA wines (still wine). Winery Restaurants are not eligible for the Gold Award.

WINE STYLES (check all that apply)			
White <input type="checkbox"/>	Red <input type="checkbox"/>	Sparkling <input type="checkbox"/>	Sweet/Dessert <input type="checkbox"/>
TABLE WINES			
Total # Red	# Ontario VQA Red	Total # White	# Ontario VQA White
WINES BY THE GLASS			
Total # Red	# Ontario VQA Red	Total # White	# Ontario VQA White
SPARKLING			
Total # Sparkling	# Ontario VQA Sparkling	# Ontario VQA Sparkling By The Glass	
SWEET/DESSERT			
Total # Sweet/Dessert	# Ontario VQA Sweet/Dessert	# Ontario VQA Sweet/Dessert By The Glass	

Submit one complete set of wine lists with the completed application.

**Design and Format**

- Prominent presentation of Ontario VQA wines on the list (list leads off with or features a separate category for Ontario VQA wines)
- Educational content, e.g. use of Ontario appellations and Niagara sub-appellations in presentation
- Depth of Ontario VQA wines
- Scope of Ontario VQA varietals

***Describe any features of your wine list that you feel enhance the Ontario VQA wine presence, for example more than one region represented, or list leads with Ontario VQA wines, etc.***

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***If there are other activities that make your establishment a key leader in promoting Ontario VQA wines, please be sure to tell us about them. (Attach separate sheet if necessary)***

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