

did you hear?



Presented by **metro**

MAY 2011

The Toronto Star Wine & Cheese Show has concluded for another successful year! Held March 18-20 at the International Centre, the show was a hit for both exhibitors and consumers alike.

The Toronto Wine & Cheese Show has become a destination experience offering the Best Food & Drink Celebration in Town.

The show officially opened with Her Worship Mayor Hazel McCallion cutting the ribbon and the LCBO's Michael Fagan conducting a spectacular champagne sabering.

Each year we introduce exciting and innovative features to provide our attendees the best experience possible –thus presenting our exhibitors with a large, qualified & sophisticated audience.

The International Centre presented the impressive Savour Local Pavilion. Sampling was offered by fantastic, local wine, beer, spirits and food producers while Executive Chef Joe Levesque conducted packed, educational seminars. He also brought back the popular "Beer School", now one of our most sought after events!

Also new was Girls' Night Out on Saturday evening, sponsored by none other than Girls' Night Out Wines. Special prices for ladies and an amazing \$7,000 wine tasting and touring package added much excitement to a busy Saturday evening.

The fun didn't end there! Sunday was full of activity with the Patron Spirits Mixology Competition, hosted by Kevin Brauch, the Thirsty Traveler!

Popular events on the show floor included, Chuck Hughes, presented by the Food Network on the Bosch Sip and Savour Stage, the Dairy Farmers of Canada's delicious and informative Cheese Seminars and daily Jazz performances in the Wave 94.7 Smooth Groove Jazz Garden.

We were thrilled to welcome back Wine Align to the Wine & Cheese Show, bringing renowned wine critics including, David Lawrason and Steve Thurlow, led by Bryan McCaw. WineAlign again presented their innovative, 2D barcodes so wines sampled and enjoyed at the Show could be easily remembered.

This year, we kicked it up a notch and hosted grand events in our ballrooms! These events were not only comprised

of unique and educational themes, but they also offered an amazing opportunity to try first class food and drink. They included:

- **International Centre Presents, Beer vs. Wine Face Off** – Executive Chef Joe Levesque composed locally inspired courses with ingredients from 100 Mile Market. Sommelier Maria Moessner paired local wines from Jackson Trigg's, and Brew Master Joel Manning paired craft brews from Mill Street Brewery. In the end, guests decided the final verdict!
- **Crush Wine Bar Presents, Slow Cooking** – An evening of delectable cuisine highlighted various slow cooking techniques prepared by Executive Chef Michael Wilson, paired with locally sourced wines by sommelier Mark Moffatt. Dishes included Duck Confit Salad, Braised Beef Short ribs and slow Cooked Smoked Ham Hocks Terrine.
- **Great Ontario Wine & Cheese Pairing** – David Lawrason led delighted guests through eight different stations to taste and discuss an array of artisan cheeses sponsored by the Dairy Farmers of Ontario; each paired by style with some of the latest cutting edge wines out of Niagara. A very popular event!

We also welcomed many new exhibitors who were very well received by our attendees. They included:

Fontaine Santé	Corona Extra	Diamond Estates
Molson Coors	GREATWALL Wines	Pondview Estate Winery
Charton Hobbs	Greenlane Estate Winery	Von Terra Enterprises
Philippe Dandurand Wines	MCO...Interesting Wines and Spirits	Wines of Germany
Colchester Ridge Estate Winery	Monforte Dairy	
Colio Estate Wines	Ontario Veal Association	

...and of course lively Barefoot Wine & Bubbly who raised thousands for charity by donating their sample tickets!

Our partnership under Torstar and Metroland Media Group allows us to reach an extended audience through large marketing and advertising campaigns. This combined with media partners such as Food Network, Wine Align, Wine Access, Chatelaine Magazine, Toronto.com and advertising and news coverage on places such as Virgin Radio, Global and CTV helped draw 29,000 qualified consumers during the three-day event.

We strive to exceed expectations by producing a Show that delivers great results. We delivered a positive ROI for our sponsors, exhibitors and attendees which is the most significant goal we can reach. As always, our success revolves around yours.

We thank all our exhibitors for their continued support and look forward to working with you at the next Wine & Cheese Show, March 16-18 2012.

Sincerely Yours,



MARTI MILKS
SHOW MANAGER



JENNIFER BAZ
SALES AND MARKETING CONSULTANT