

The UK Wine Market In-Market Events at Canada House, London, May 16, 2017

Building on the success of Taste Canada UK 2016

The High Commission of Canada to the UK in London and Global Affairs Canada will be organizing events in London on May 16, 2017 for Canadian producers to meet with trade, educators, and media contacts. These events will build on the success of the previous tastings in London including most recently the *Taste Canada UK 2016* event and we invite all interested producers from across Canada to participate.

WHY PARTICIPATE?

The UK is home to a number of key wine media including Jancis Robinson, Oz Clarke, Steven Spurrier and Tim Atkin to name a few. Positive media coverage by these key influencers, increases awareness and understanding of Canadian wines and wine growing regions, and have long-term benefits both domestically and for export initiatives. In addition London is home high profile trade buyers and increased awareness among these buyers will aid product placement in key restaurants/retail channels.

WHO SHOULD PARTICIPATE?

All Canadian producers who are currently doing business in the UK market, or who wish to enter the UK market, are invited to participate in the in-market events to take place in London, UK.

SCHEDULE OF EVENTS

The High Commission's program of events on May 16th will include a master class and a Trade and Media table-top tasting. Participants are invited to attend these activities and to provide the High Commission with market objectives in advance. Working with a local PR agency, the High Commission will reach out to local contacts as early as possible to ensure targeted introductions and a high level of attendees.

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LONDON IN-MARKET ACTIVITIES – MAY 16, 2017

Canadian Wine Master Class

This session will include a master class for trade, sommeliers, wine educators, and media representatives on Canada's producing regions and representative product styles. The master class will include between 30 to 35 local attendees and feature up to 15 to 20 Canadian products.

Trade and Media Table Top Tasting

In a format similar to the *Canada Calling* trade and media tasting that took place in London at Canada House in May 2016, a table top tasting event will take place for trade, sommeliers, educators and media representatives at Canada House on May 16, 2017. Canadian producers who attend are encouraged to pour products that are available in the UK market or those that they wish to introduce to the local market as well as gaining global media exposure.

Those who wish to pour non-grape wines, spirits and beer, are welcome to join this tabletop tasting event however these products will be showcased in a separate area to the grape based products.

Commitment to the London tasting

There is a participation fee of \$500 for producers who are members of associations contributing funding to this event and \$750 for all other participants. This will be collected by the associations. Canadian participants are responsible for staffing their own table-top booths and all samples for tastings. Samples will be consolidated and shipped by Global Affairs Canada. A market briefing session will be conducted for Canadian participants through webinar/teleconference in April 2017.

REGISTRATION

To register your participation for the Table Top tasting taking place in London on May 16, 2017, please contact Emma Finn no later than **December 9, 2016**.

The UK Wine Market

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KEY DATES

DATES	ACTIVITY
<u>London</u>	
Friday, December 9, 2016	Registration Deadline for in-market events
March 24, 2017	Shipping Consolidation Deadline
April 2017 (Date TBC)	Briefing on the UK market opportunities for Canadian participants by webinar/teleconference (in English)
Tuesday, May 16, 2017	Canadian Wine Master Class Trade and Media Table Top Tasting

FOR FURTHER INFORMATION:

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