



"A spectacular event, the best industry and consumer tasting to be held in Ontario thus far. I'm already looking forward to next year."

— John Szabo MS, WineAlign

2016
APPLICATION
GUIDE

i4C

International Cool Climate
 Chardonnay Celebration

JULY 22-24



APPLY NOW



Wine
Country
Ontario™

LCBO
 VINTAGES



Grape Growers
of ONTARIO





**Join us at the 6th annual
International Cool Climate
Chardonnay Celebration**

July 22-24 in Niagara, Canada

Follow in the footsteps of over 150 Chardonnay producers from cool climate regions around the world who have participated in this exceptional event. Each year Niagara welcomes 2,000 wine enthusiasts, media and influencers to our vineyards for a weekend of public and trade tastings, dining experiences and industry seminars.

i4C 
International Cool Climate
Chardonnay Celebration
July 22-24, 2016

**"Unmitigated #i4C15 success. Meeting of
cool Chardonnay minds at every turn."**

– Michael Godel, via Twitter

2016 EVENT AT A GLANCE:

Thursday, July 21

- Private meetings with LCBO buyers for i4C guest wineries (optional, must be pre-booked)
- Winemaker Orientation
- Be our guest at the Chairman's Dinner

Friday, July 22

- School of Cool – Industry Seminars
- Trade Tasting event
- Barrels & Bonfires – public tasting & culinary event; live entertainment

Saturday, July 23

- School of Cool Part II – Industry round-table discussions
- Explore Niagara – winery-hosted events
- Cool Chardonnay World Tour – Signature event of the weekend – Grand Tasting and culinary showcase event

Sunday, July 24

- Moveable Feast – Brunch on the Bench



#iLIVEchardonnay

One of the things that makes the i4C unique from other wine events is our commitment to media and consumers that they will meet the makers of the wines they are tasting. This promise has been a key to our success – to annually engaging over 30 media from Ontario and around the world, to attracting sommeliers and serious wine buyers.



APPLICATION CRITERIA:

- Wines submitted must be from a cool-climate vineyard and showcase the best of your Chardonnay portfolio:
 - 2 premium Chardonnays x 36 bottles (mandatory)
 - 36 bottles of Blanc de Blancs (optional)
- Wineries must be represented by the winemaker or winery principal, who commits to pour at all events throughout the weekend
- Wineries must have an agent/distributor in the province of Ontario
- To participate in the LCBO|VINTAGES sales program, wineries must commit to holding the quantity of products outlined in the VINTAGES letter (10 x 12 bottle cases post-event).
- Applications must be received by November 30, 2015

[Click here to see past winery attendees](#)

"The success of #i4C15 illustrates symbiotic relationship between foreign and CDN wine producers. The future is collaboration not isolation."

– Anthony Gismondi, via Twitter.



GUEST WINERIES WILL RECEIVE:

1. Complimentary entry fee (\$3000 value) which includes the opportunity to showcase your wines at a minimum of four signature events:
 - School of Cool Trade Tasting (500 guests, Friday)
 - Barrels & Bonfires (600+ guests, Friday night)
 - Cool Chardonnay World Tour (750+ guests, Saturday night)
 - Moveable Feast Brunch (300 guests, Sunday morning)
2. Wines will also be staged in a Media Tasting Room throughout the weekend for media and LCBO representatives to taste
3. Complimentary weekend pass (value \$500) for winemaker/winery representative which includes one (1) ticket to:
 - Chairman's Dinner
 - School of Cool Industry Seminar (Friday only)
 - Barrels & Bonfires
 - Cool Chardonnay World Tour
 - Moveable Feast
 - Additional spouse/partner tickets are available upon request
4. Two of the three nights' accommodation at White Oaks Conference Resort compliments of the i4C. A special rate of \$185CAD/night is extended for the third night, as well as any additional nights you would like to stay.
5. 1-hour private meeting with LCBO key buyers to showcase your portfolio (optional, must be pre-booked)
6. LCBO|VINTAGES wine sales program. You will be eligible for one of the following:
 - Retail release (LCBO|VINTAGES to select 8-12 wines for July in-store release)
 - Online release (LCBO|VINTAGES to post online order form for select wines of the 2016 event)
 - Complimentary transportation throughout the i4C weekend
7. Complimentary transportation is provided for guest wineries once they arrive in Niagara. Complimentary airport transfers are available upon request (must be pre-booked).



GUEST WINERIES WILL PROVIDE:

1. Confirmation that winemaker / winery principal will attend and pour throughout the i4C weekend
2. Wines submitted must be from a cool-climate vineyard and showcase the best of your Chardonnay portfolio:
 - 2 premium Chardonnays x 36 bottles (mandatory)
 - 36 bottles of Blanc de Blancs (optional)
3. All travel costs and incidentals
4. Marketing Kit including high-resolution images of winery representative, winery, vineyard, bottle shot; winery and winery representative profiles; tasting notes. A follow-up request will be issued by the i4C.

ABOUT WINE SUBMISSIONS:

1. Once your application is approved, wines must be submitted into the LCBO NISS system no later than November 30, 2015. Your agent is familiar with this system.
2. Wineries must commit to the vintage submitted to be poured at the event and to be part of the LCBO|VINTAGES sales program. Vintage changes are not permitted.
3. Chardonnays must be 100% Chardonnay and sourced from a cool-climate vineyard to be eligible.
4. Blanc de Blancs must be 75% Chardonnay to be eligible.

Approved wineries will receive a detailed Wine Submission Guidelines letter with the LCBO|VINTAGES instructions and deadlines for NISS submissions.

"This has become a Premier wine event in the Niagara region for media, trade and consumers alike... a veritable "who's who" of the wine industry."

– Heather Wall, Huffington Post