

The Toronto Star Wine and Cheese show has wrapped up for another year! We celebrated another successful event, March 20 -22 at the International Centre, which was thoroughly enjoyed by both exhibitors and consumers in attendance.

Over the years, the Toronto Wine & Cheese Show has become a "must attend" event, garnering the reputation as a great learning and entertainment destination for consumers. In 2008 the Show was voted as one of the Top One Hundred Events in Toronto by Biz Bash. This accolade further supports why consumers and exhibitors are flocking to the three-day event year after year.

Our customers, who spent an average of 4.5 hours at the show, came to experience, taste and sample the many great wines, spirits, beers and delicious foods. The variety of exhibitors gave consumers an all around tasteful experience throughout the three days. Consumers who wine and dine, entertain at home, frequent restaurants, all gave a resounding two thumbs up to what they found at the show.

We are proud of the evolution of the show over the last four years. Included in the many changes is the successful partnership under the Torstar and Metroland divisions. This new ownership has allowed the Toronto Wine & Cheese Show to grow in many different ways. Our advertising campaign has grown tremendously, as has our online exposure through over one hundred Metroland Community Newspapers and the support of the Toronto Star.

In addition to the change in ownership has come a change in feel of the Show, which has resulted in a dramatic shift in demographics of consumers in attendance. Gone are the party buses. The increase in limos at this year's Show was phenomenal. The newest feature, "The Consignment Tasting Room," was a big hit. Additional features included Food Network celebrities, the Mott's Caesar School, Akvinta Vodka Pure Luxury Lounge, Dairy Farmers of Canada Cheese Seminars, and Wave 94.7 Smooth Jazz Garden. Each of these features all contributed to a Show of exceptional quality, which attracted an upscale consumer.

have your say!

What Our Exhibitors Are Saying:

"This is the first time Marca Trevigiana Imports took part in any Wine & Cheese Show and we received a very, very positive response over the 3 days. We were able to introduce our very exclusive & unique wines to Ontario. The type of clients that attended was probably 85% end users (customers) and 15% hospitality & tourism industry owners. I recommend this show for anyone who would like to introduce a brand new wine(s) or cantina in Ontario. I guarantee you will not be disappointed but you have to work hard to obtain the results we achieved in the 3 days. Overall, very, very good market response."

Christian M. Breda, MT Imports

"We enjoyed the general ambience of the show and were impressed with the support from the organizers before and during the show. We were able to reach a wide-ranging demographic, achieved our goal to have our wines tasted and enjoyed by people from the GTA and from many regions beyond and, as a small, new company we also appreciated the other exhibitors (and feel that some of the contacts we've made in the industry will undoubtedly serve us in the future)."

Ken Baker, Spectrum Wines

"Taste of Cheese.ca, a new cheese and gourmet food web-store, had a very positive experience at the 2009 Toronto Wine and Cheese Show. We presented several Canadian and French cheeses throughout the show, which were devoured by show patrons and we look forward to introducing new cheeses and gourmet products to all of our new visitors at our web-store, and again at the 2010 show!"

Elaine Atlin, Taste of Cheese.ca

What Our Consumers Are Saying:

"What a great selection of wines, foods, entertainment and tutored tastings. Our group looks forward to it every year."

Terry Drysdale, Toronto

"We entertain often at home, but spending the afternoon at the Wine and Cheese show is delightful. We tried a number of great wines and cocktails. The food this year was outstanding"

Samantha Black, Oakville

"We have been attending the show for the last 4 years and thoroughly enjoy sampling and purchasing new releases and old favorites for our wine cellar. The selection of wines and knowledge the sommeliers are excellent. I already have my next dinner party planned."

John and Mary Victor, Pickering

"A worthwhile trip to Mississauga...even for those of us that live downtown. There was plenty of wine, entertainment and culinary treats to be had. It was a wonderful combination of friends, education and new experiences."

Catherine Halliday, Toronto