

From: Fermenters Guild of British Columbia <info@bcfermentersguild.com>
Subject: **FGBC AGM - A big thank you to all our members and suppliers!**
Date: June 3, 2010 9:30:09 PM PDT (CA)
To: info@bcfermentersguild.com
Reply-To: info@bcfermentersguild.com

THE FERMENTERS GUILD OF BRITISH COLUMBIA



Fermenters Guild
FGBC
British Columbia

June 2010

Issue: 5

Dear Dave,

As we have promised, we are committed to staying in touch with you, our membership. We also welcome your input and comments about what your concerns are and what you'd like to see in our next newsletter.

Feel free to contact us at info@bcfermentersguild.com.
www.bcfermentersguild.com

FGBC Conference a Success!

A big thank you to all our members and suppliers who attended the 2010 FGBC Conference in Victoria, at the Delta Ocean Pointe Hotel. We're pleased to say that our attendance and trade show grew by over 15% this year.

Our survey revealed that once again the highlight of the evening was our gala diner, lead by **Dave Larocque**. As usual Dave provided us with an educational experience on food and wine delivered with passion and humour.

People responded positively to the panel discussion, the trade show exhibit area and simply the ability to meet other shop owners to discuss the day to day operations of their respective businesses.

As we plan for next years event in Vancouver, we welcome any additional thoughts on how we can make the FGBC 2011 conference even better.

Cheers,

Roger Doull
President, FGBC

PS... CONFERENCE SURVEY: Look for our Conference Survey sent out June 2nd, 2010. If you haven't already... please send back your comments. If you did not see the survey let us know and we will forward it to you.

In This Issue

[2010 FGBC Conference a Success!](#)

[Look for our Conference Survey](#)

[The Basics of Social Media](#)

[Why Publish an eNewsletter](#)

[Oak Aging and Wine](#)

[Beer Sales Chugging Along](#)

[Great Wine Made. Simple.](#)

[2011 FGBC Conference Preview](#)

[Insights for a Skilled Marketer](#)

Joining the FGBC

Why Should I Join?

* **You have a voice** - by representation through the Association with all levels of government and their enforcement agencies.

* **Your views count** - through industry surveys, regional and annual general meetings, you have the opportunity to ensure your views are addressed or represented.

* **Government Liaison** - you have access to representatives who stay briefed on existing and proposed policy and

The Basics of Social Media

by Katherine Heisler

Social media is media distributed through social interaction.

It's created through easily accessible publishing techniques, and uses the web to transform broadcast media - personal or business - into social media content.

There are specific social media channels:

- Blog (Wordpress)
- Micro-Blog (Twitter)
- Social Network (Facebook)
- Video Sharing (YouTube)
- Social Bookmarks (Digg.com)
- Image Sharing (Flickr)
- Podcasts

Social media is all about relationships. Read on for some [more interesting facts](#). So, let's get out there and Tweet!

Why Publish an eNewsletter

by eXtra Contact

"The cost of acquiring a new customer can be as much as 5 times the cost of keeping an old one."(source: Peppers and Rogers).

"Permission e-mail campaigns are ten times more effective than direct mail campaigns."(source: IMT Strategies)

The results of this research and dozens of other studies add up to a simple conclusion: It's lot more cost effective and profitable to grow your business by increasing revenue and referrals from existing customers, than it is to keep chasing strangers. If you've got a "house list" of business relationships, you've got an extremely valuable asset. An asset that a quality E-Newsletter is perfectly suited to take advantage of. Specifically, an eNewsletter...

- Increases Lead Generation and Cross Selling.
- Increases Customer Lifetime Value.
- Provides A Low Cost, Instantaneous Channel For Sending Messages.
- Opens Up A Two-Way Dialogue With Customers And Prospects.
- Hypercharges Your Existing Marketing Efforts.
- An E-Newsletter Provides Instant, Measurable Results.

[Find out how email marketing can help your business.](#)

Oak Aging and Wine

by Anna Tuschak - Barrel Imports

regulatory issues, so you do not have to take time away from your business to address government policy issues, media coverage, law enforcement activities, product and service offers, lobbying efforts and advertisements from suppliers.

* **You are informed** - you get "insider" access to information, government policies and direct contact with governing bodies.

* **Savings** - The Association has arranged for group rates of Natural Gas supply and insurance brokerage benefits for property, content, disability and dental coverage.

* **FGBC's link with the Canadian Restaurant and Foodservices Association** You get some [significant savings](#). The advantageous card rates alone make it worthwhile to become a member.

[Membership Application](#)

Would you like a voice in the FGBC Newsletter?

We'd love to hear from you!

We want your articles, recipes, tips or even a great story about your operation.

Submit them to Haely at the FGBC office by email at info@bcfermentersguild.com

Most of us know that the majority of fine wines are aged in oak barrels. But why? What are the advantages? Are there any disadvantages?

The origins of barrels for wine storage

Clay pots and amphorae were discovered archeologically from Greek and Roman sites: these clay-based vessels predate wooden containers for storage of wine and other liquid goods. But the existence of straight-sided, open wooden buckets, employing the craft of the cooper, is documented in Egypt as early as 2690 BCE (Before the Christian Era). Fullyclosed barrels were first developed during the Iron Age (800-900 BCE), and by the first century BCE were widely in use for holding wine, beer, milk, olive oil, and water.

As trade and transportation developed, shippers discovered that sealed wooden containers were vastly superior to relatively fragile clay vessels, and the craft of cooperage - barrel-making - was launched.

[Read more on the significant advantages of wooden barrels and the composition of oak and its effect on flavor](#)

Beer Sales Chugging Along

by Jim Mullen

First let me start by apologizing to all the members who I missed in Victoria at "my" seminar. I look forward to connecting with you at next year's conference. In addition, I would like to thank Lorraine from United Canadian Malt for taking over my seminar and making the time well spent and enlightening.

When preparing for the seminar, I found some very positive reports from business owners regarding the beer business in British Columbia. Although there has been much ado about the economy, it seems that beer sales within the **Brew-on-Premises industry are chugging along quite well**. Many stores are at par, or exceeding their sales of the past few years, and although we always feel there is room for more sales, I didn't hear a lot of complaining about slow times. This perception was backed up with data I obtained from the Canadian Association of Brewers. There are a lot of numbers to crunch and I'm certainly not going to try to present them here, you can have a look at your convenience.

Read on to find out **[What is keeping the consumption as high and what you should do.](#)**

Great Wine Made. Simple.

by Canadian Craft Winemakers

CHWTA/CCWA Strategic Plan:

- Mission Statement: "To promote the growth and prosperity of Canada's consumer-made wine and beer industry"
- Core Activities
 - Advocacy and regulatory affairs
 - Market, retailer and infrastructure development

Strategies/Tactics

Reduce Your Healthcare Costs up to 35%

*by Peter Walmsley
Walmsley Financial*

As a valued member of FGBC, you are now able to customize a benefits program that offers you and your employees the most flexible tax effective approach to benefits available today! At FGBC we are continuously working to find product and services for you, your family, your employees and your business.

View the **[Benefit Plan and see what you can save.](#)**

2011 FGBC Conference

We're quickly moving ahead with plans for the 2011 FGBC Conference.

It will be held in Vancouver.

Date & Venue to be confirmed.

We welcome any and all suggestions regarding what topics you'd be interested in learning more about.

Would anyone be interested in a brewery or winery tour?

These are the things we'd like to have feedback on.

[Please send in your ideas!](#)

See you there!

- Research
- Issues monitoring/issues identification
- Policy development
- Contact with government officials
- Alliances

View the slide show to find out more on [CCWA Marketing efforts](#).

Automation in the U-Vin industry

by Terry Craig

Automation is not automatic; there is always a Trigger or Event that starts Automation. Automation can be defined as mechanization, computerization or simply a method of improving a process.

Today examples are everywhere in your daily life, at home, a dishwasher is a good example. The process of cleaning the dishes after a meal can be reduced to loading the dishwasher and pressing a button and waiting for the process to complete.

Look at your car. The process of shifting gears has been reduced to selecting D for Drive and pressing the gas pedal. No shifting. In each of these examples, automation is not totally automatic, there always has to be some type of input to initiate a process. Automation should be seen as process improvement.

Read more on [Reduce Operating Costs, Reduce Inventory Shrinkage & Increase Sales](#).

Industry News

The [Liquor Control and Licensing Branch](#) released a province-wide list of penalties imposed by the Branch between October 1, 2009 and March 31, 2010 for contraventions of the Liquor Control and Licensing Act.

Insights for a Skilled Marketer

1. Don't let emotions get in the way of making sound business decisions.
2. Create a system to let customers know how much you appreciate their business.
3. Have a tracking system for how many customers shop your store every day.

This newsletter was sponsored by [eXtra Contact](#). To find out how **Professional Email Marketing** can generate more repeat business from your existing clients and help your business become more successful contact dave@eXtraContact.com.

Fermenters Guild of British Columbia

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to info@bcfermentersguild.com by info@bcfermentersguild.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

