took place from May 12-14, 2002,

acknowledged the winemaking excel-

along with other Canadian winemakers.

lence of Royal DeMaria's icewines,

Royal DeMaria Wines, a Vineland

based winery, was the first in wine

history to win five gold medals within

consecutive year, they brought home

the top award.

the same category, and for the second

Royal DeMaria has been awarded

46 medals in international wine com-

petitions in 2002. In 2001, the winery

was anointed as one of the world's

Riesling Icewine was awarded with

Bordeaux, France, a competition for

the Olympiades du Vin Gold Medal in

gold medal winners from the Challenge

International du Vin, the highest pos-

vinexpo.fr). Owner Joseph DeMaria

marvels, "They told me they have never

awarded the Olympiades du Vin Gold

In 2002, gold medals were also

Brussels-based competition Concours

Mondial (www.concoursmondial.

be), France's Challenge International

du Vin (www.challengeduvin.

com), the Finger Lakes International

Wine Competition held in Rochester,

New York (www.fliwc.com), and

Medal to a company this young, let

awarded to Royal DeMaria at the

alone Canadian."

Vinitaly in Verona.

sible honour from VinExpo (www.

finest producers when its 1999

## Sweet victory

# Royal DeMaria Wines wins high praise

oyal DeMaria Wines (Canada's icewine specialists), a 25 acre winery in the Niagara region, is capturing the attention of the world. A world-class, exclusive producer of quality icewine after only three years in production, Royal DeMaria Wines is helping to make Canadian wines popular around the globe.

adExport

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The prestigious Les Citadelles du Vin competition in Bordeaux, France, formerly known as the Civart Trophy and the Grand Prix d'Honneur, is an annual international competition organized within the framework of Vinexpo, the most prestigious wine and spirits exhibition in the world.

#### Editor-in-Chief:

#### Suzanne Lalonde-Gaëtan Managing Editor: Louis Kovacs Editor: Michael Mancini Layout: Yen Le Circulation: 60,000 Telephone: (613) 992-7114 Fax: (613) 992-5791 E-mail: canad.export@dfait-maeci.gc.ca Web site:

#### www.infoexport.gc.ca/canadexport

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CanadExport is published twice monthly, in English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division.

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call (613) 992-7114. For an e-mail subscription, check the CanadExport Web site above.

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

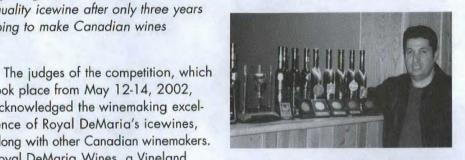
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ISSN 0823-3330

#### New markets beckon

Encouraged by this high praise, Joseph DeMaria is now looking to sell his icewines in new markets. However, he is doing his homework first and is currently developing an export strategy to successfully take his limited production to a wider international clientele. DeMaria currently fills private orders for clients in China, Japan, and the United States,



Joseph DeMaria, owner of Royal DeMaria Wines, winner of Cuvée 2001 "Best Sweet Wine" trophy.

and deals with a distributor in Ohio. The next steps would include finding suitable distributors in Europe as well as Japan and China.

Royal DeMaria's success has spurred a number of hits from around the world on its Web site (www.royaldemaria. com), going from 31,000 hits per week to over 100,000. "Many foreign clients have been coming directly to us", says DeMaria. "We have clients coming from all over Asia and the United States wanting our product. Our marketing works but we want our clients to taste our wine, not our label."

#### **Trade Commissioner Service**

Even though Royal DeMaria Wines has developed contacts with suppliers in Asia through WIN Exports, DeMaria has not yet extensively used the services of the Trade Commissioner Service. "I will take advantage of programs like PEMD and the services offered by consulates and embassies abroad in the future. Had I known that the government offered these, I certainly would have used them before now," says DeMaria.

continued on page 3 - Royal

## Canada Export Award finalists - continued from page 1 - continued from page 1

3,800 candidates have received Canada Export Awards which recognize the achievements and success of Canadian exporting firms abroad.

The following sponsors have joined with DFAIT to recognize the excellent work of our exporters: Canadian Manufacturers & Exporters, **Export Development Canada**, Sun Life Financial, RBC Financial Group, National Post, Western **Economic Diversification** and the Vancouver Port Authority.

The Minister will honour the 10 Canada Export Award winners on October 7 in Vancouver during a ceremony at the CME annual conference. One firm will be singled out to receive the prestigious Exporter of the Year Award in addition to its Export Award.



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#### Secrets of success While DeMaria would not share his secrets for making icewine, he did offer some valuable advice."Build personal relationships. There is no use filling out an order, taking a cheque and waving the next customer in. I am interested in having customers for twenty years or more. I think trust is really important."

DeMaria also stresses the importance of being export-ready. "Secure your funds before you export, it's

#### TRADE NEW

Here are the 23 finalists for 2002

# Lotek Wireless Inc., St. John's —

Softwear Design Group Ltd., Dartmouth

- Maple Leaf Foods International (Toronto), Toronto - www.mlfi.com
- Muttluks Inc., Toronto www.muttluks.com
- Odim Spectrum Ltd., Peterborough www.odim-spectrum.com
- ZENON Environmental Inc., Oakville - www.zenonenv.com

#### SASKATCHEWAN

 Interactive Tracking Systems Inc., Saskatoon - www.itracks.com

#### ALBERTA

- Lacent Technologies Inc., Edmonton www.lacent.com
- Precision Drilling Corporation, Calgary - www.precisiondrilling.com
- SMART Technologies Inc., Calgary www.smarttech.com
- Wittke Waste Equipment, a division of Wittke Inc., Medicine Hat www.wittke.com

#### BRITISH COLUMBIA

- A.L.I. Technologies Inc. (now McKesson Medical Imaging), Richmond www.alitech.com
- Fincentric Corporation, Richmond www.fincentric.com
- Sierra Wireless, Richmond www.sierrawireless.com

For further information on the Canada Export Awards, visit the Web site: www.infoexport.gc.ca/ awards-prix 🐲

Royal DeMaria Wines - continued from page 2

security that can't be understated," says DeMaria.

All this recent success does not distract DeMaria from his longer-term thinking for international expansion. In his own words, "We want to take it one step at a time and make sure we stay focussed".

For more information, contact Joseph DeMaria, tel.: (905) 562-6767, fax: (905) 562-6775, or tollfree (North America) 1-888-793-8883, e-mail: icewine@royaldemaria.com #