

Sweet victory

## Royal DeMaria Wines wins high praise

**Royal 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.

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.

The judges of the competition, which took place from May 12-14, 2002, acknowledged the winemaking excellence of Royal DeMaria's icewines, along with other Canadian winemakers. Royal DeMaria Wines, a Vineland based winery, was the first in wine history to win five gold medals within the same category, and for the second consecutive year, they brought home the top award.

Royal DeMaria has been awarded 46 medals in international wine competitions in 2002. In 2001, the winery was anointed as one of the world's finest producers when its 1999 Riesling Icewine was awarded with the Olympiades du Vin Gold Medal in Bordeaux, France, a competition for gold medal winners from the Challenge International du Vin, the highest possible honour from VinExpo ([www.vinexpo.fr](http://www.vinexpo.fr)). Owner Joseph DeMaria marvels, "They told me they have never awarded the Olympiades du Vin Gold Medal to a company this young, let alone Canadian."

In 2002, gold medals were also awarded to Royal DeMaria at the Brussels-based competition Concours Mondial ([www.concoursmondial.be](http://www.concoursmondial.be)), France's Challenge International du Vin ([www.challengeduvin.com](http://www.challengeduvin.com)), the Finger Lakes International Wine Competition held in Rochester, New York ([www.fliwc.com](http://www.fliwc.com)), and Vinitaly in Verona.

### 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](http://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.

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## Canada Export Award finalists

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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.

Here are the 23 finalists for 2002 (from East to West):

### NEWFOUNDLAND AND LABRADOR

- Lotek Wireless Inc., St. John's — [www.lotek.com](http://www.lotek.com)

### NOVA SCOTIA

- Softwear Design Group Ltd., Dartmouth — [www.softweardesign.com](http://www.softweardesign.com)

### NEW BRUNSWICK

- Funeral Directors' Choice, Saint John — [www.fdchoice.com](http://www.fdchoice.com)
- Spielo, Moncton — [www.spielo.ca](http://www.spielo.ca)

### QUEBEC

- H. Fontaine Ltd., Magog — [www.hfontaine.com](http://www.hfontaine.com)
- MTD Trading International, Pointe-Claire — [www.mtdtrading.com](http://www.mtdtrading.com)
- NSI Global Inc., Pointe-Claire — [www.nsicomm.com](http://www.nsicomm.com)

### Ontario

- DECODE Entertainment Inc., Toronto — [www.decode-ent.com/](http://www.decode-ent.com/)
- Digital Specialty Chemicals Ltd., Toronto
- General Motors Defense, London — [www.gm-defense.com](http://www.gm-defense.com)
- JAY•LOR Fabricating Inc., Orton — [www.jaylor.com](http://www.jaylor.com)

- Maple Leaf Foods International (Toronto), Toronto — [www.mlfi.com](http://www.mlfi.com)
- Mutluks Inc., Toronto — [www.mutluks.com](http://www.mutluks.com)
- Odium Spectrum Ltd., Peterborough — [www.odium-spectrum.com](http://www.odium-spectrum.com)
- ZENON Environmental Inc., Oakville — [www.zenonenv.com](http://www.zenonenv.com)

### SASKATCHEWAN

- Interactive Tracking Systems Inc., Saskatoon — [www.itracks.com](http://www.itracks.com)

### ALBERTA

- Lacent Technologies Inc., Edmonton — [www.lacent.com](http://www.lacent.com)
- Precision Drilling Corporation, Calgary — [www.precisiondrilling.com](http://www.precisiondrilling.com)
- SMART Technologies Inc., Calgary — [www.smarttech.com](http://www.smarttech.com)
- Wittke Waste Equipment, a division of Wittke Inc., Medicine Hat — [www.wittke.com](http://www.wittke.com)

### BRITISH COLUMBIA

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

For further information on the Canada Export Awards, visit the Web site: [www.infoexport.gc.ca/awards-prix](http://www.infoexport.gc.ca/awards-prix) \*

## Royal DeMaria Wines

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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

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".

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