



Dear Friends, Customers, Winemakers,

I have so much to say this year that I have given myself a whole 2 pages!  
2009 was quite an eventful year for us and 2010 seems to be heading that way already.

**The Village Winemaker celebrated 10 years in business** and had an **Open House** in May featuring Alan and a pregnant Cheri running the M&M BBQ very efficiently. An impromptu bag pipe performance from Ian Campbell down the centre lane of the parking lot, clowns and a visit from the local paper.



In June we had our **Annual Winery Tour** which was largely dominated (in a good way) by the South Africans who are fun loving, party animals (I thought the Brits were noisy). The responsibility for inviting them lays with Joe and Nancy who have been on almost every tour, most often with the Howard men who were traveling this year.

We began our **Save Money, Make Wine** champagne and will expand this program in 2010.



In July Laurel and I celebrated the arrival of **our second son William, Nicholas** who gave us quite a scare in the delivery room. He is a wonderful, healthy 5 months old now. **Benjamin** is an awesome big brother (most of the time) and LOVED Christmas this year. He “wrote” to Santa via his cousin Abi and got the train set he really, really wanted! Ben turns 4 in February.

In October **Cheri had her second boy**, Landon who is an angel (Avery will be 3 in March). While on a visit to say hi, I managed to get Cheri back at The Village Winemaker, yeah!

We have done a **major store makeover** which has really grown on me. Stop in to see for yourself if you haven't already.

On an entirely different note, and one of the main reasons I needed a full page, is that **Sharon and her family will be leaving Canada.**

In a nutshell, Rich got a job offer in the U.S that they decided could not be passed up. It was fairly sudden as it often is when opportunities arise. Sharon (and her family) have been with The Village Winemaker family for over 9 years starting in Christmas 2000. She was supposed to be here for only two months!

Sharon has for nine years been a friend, production manager, nurse, decorator, dog sitter, auntie, employee, teacher, confidant, mother, bitch and so much more. It has been a privilege and honour to count Sharon and Rich among my close friends, they are two of the finest people I know.

**Sharon and her family will be leaving the country in Mid-February. We invite you to join us at The Village Winemaker to say goodbye-**

**Monday, February 1st from 6pm to 8pm.**

The last few months have been very stressful for us all on a very personal level. ***I am very proud of the way my staff has come together***. Peta, Cheri, Lynne and Megan have all stepped up despite busy schedules to meet these challenges and do what it takes to get through our busiest season. Thanks guys!

For the rest of 2010 (which I understand is “twenty-ten”. Who decides this? ) we will go on with our planned activities and various resolutions.



On February 8th (a Monday) we will be having our ***first in-store Wine Tasting!*** It will be a ‘bench mark’ tasting of our 2010 Restricted Quantity wines each paired with a delicious hors’ d’oeuvre. I hope you are able to join us. **Please call to reserve a space.**

I have finally caved in and ***joined Face Book***. I have resisted for a long time and gave in a few days ago only to find that many of you are already on Face Book. It is pretty cool so far, I am having fun with it, and have set no further expectations.

Keeping with the technological advancement we had the privilege of being selected as the site for filming a ***winemaking video*** for RJ Spagnol’s (one of our suppliers). You can see it via our website [thevillagewinemaker.ca/winemaking](http://thevillagewinemaker.ca/winemaking) video. It stars Sharon, Lynne, Jessica, Nancy, Brenda, Val & Steve and yours truly.

I am also having fun with ***Village Wine Cellars***. I enjoy working with Nick (Kent Custom Carpentry) to produce beautiful wine cellars. Last year we did some really neat jobs for awesome clients and worked with excellent designers and trades. To see a sample of the work we’ve done, visit our website at [www.villagewinecellars.ca/customcellardesigns](http://www.villagewinecellars.ca/customcellardesigns)



Another of my targets this year is to produce one or two ***“Green Wines”***. The idea is to; **1) Reduce the additives** (despite our wines having about 1/3 less than store bought already) to make a wine that is closer to an **organic product**. And **2) Reduce the environmental footprint** of that product by creating the first **Zero Waste Wine** in the industry. By **Zero Waste I** mean that no garbage is produced, everything is recycled or composted. Please stay tuned for more details.

I am equally determined to modify our bottle washer to fit ***30 bottles in a single wash cycle***. That will save at least half the number of cycles, half the amount of cleaning solution and use much less hot water.

I welcome ***your ideas and suggestions*** on how we can improve in general but also how we can be a greener company. Feel free to use the new feedback sheets in this newsletter. Face Book, or visit [www.villagewine.701.com](http://www.villagewine.701.com) and leave a comment there. You can also still stop in for a visit.

Thank you for your business and gifts and wish you Good Health and Good Humor for 2010.

I hope to see you soon,

Sincerely,

John Seaga

The Village Winemaker