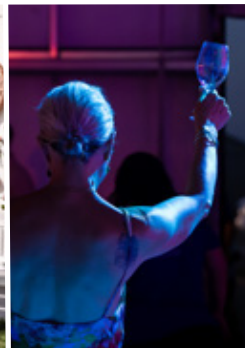


**i4C+**  
International Cool Climate  
Chardonnay Celebration

**JOIN US JULY 16-19, 2026**  
**COOLCHARDONNAY.ORG**

SHOWCASE YOUR WINES AT CANADA'S  
**UNPARALLELED**  
*cool climate*  
**WINE WEEKEND**

- Opportunity to meet and taste with the LCBO Senior buyers, responsible for over 50% of Ontario's beverage alcohol market.
- Share your wines with 1,200+ passionate wine lovers
- Connect directly with leading wine journalists, sommeliers, and influencers.
- The opportunity to promote your brand.
- Digital visibility through i4C's media and social channels.



**REGISTER TODAY | Deadline January 9, 2026**



Wines  
of Ontario

# PARTICIPATION OVERVIEW + FEES + COMMITMENTS

i4C winery participation is limited, so for consideration, applications must be submitted no later than Friday January 9, 2026

## INTERNATIONAL WINERY REQUIREMENTS

If Selected as a 2026 i4C Partner, your winery will be responsible for:

### PARTICIPATION FEE

- \$1,575 CAD plus 13% Ontario sales tax

### WINEMAKER ATTENDANCE

- A winemaker or winery principal is preferred to represent and pour throughout the weekend's signature events.

### SHOWCASE WINES

- Cool climate Chardonnay (mandatory)
- Optional Guest Wine: Pinot Noir, Cabernet Franc, or Gamay
- Full bottle quantity options on Page 3

### TRAVEL & ACCOMMODATIONS

- All travel, lodging, and incidental expenses are the responsibility of the winery
- Our accommodation partner is White Oaks Resort and preferred hotel rates will be shared after acceptance

### MARKETING ASSETS REQUIRED UPON CONFIRMATION

- High-resolution winery, vineyard, and bottle images
- Winemaker/principal bio
- Winery profile
- Tasting notes / technical information for all submitted wines

## SELECTING YOUR SHOWCASE WINES

The School of Cool, a full day of educational seminars, kicks off the i4C weekend and is attended by 350+ trade professionals, including media and sommeliers.

- One of your submitted wines may be considered for a School of Cool session.
- Full session descriptions and submission guidelines will be provided after registration.

Final selections are determined by the i4C Education Committee.

### WINE CRITERIA

All wines featured at i4C must:

- Be 100% varietal and sourced from a cool climate vineyard (blends are not permitted for still wines)
- Be premium tier (still or sparkling)
- For sparkling, contain at least 50% Chardonnay
- Be supplied in the required quantities for weekend tasting events

(Unopened bottles can be returned post event.)

# SHOWCASE REQUIREMENTS

## CHOOSE ONE SHOWCASE OPTION

### OPTION 1 — CHARDONNAY + SPARKLING

- 36 X 750 ml bottles of a premium Chardonnay (mandatory)
- 36 X 750 ml bottles of Sparkling/Blanc de Blancs (mandatory)  
(NOTE: This option can be adjusted to 2 premium or higher Chardonnays or 2 Sparkling/Blanc de Blancs, 36 X 750 ml bottles of each, mandatory)
- Optional: 6 X 750 ml bottles of a premium cool climate red, must be 100% varietal  
- Pinot Noir, Cabernet Franc, or Gamay)

### OPTION 2 — SINGLE FEATURE WINE

- 60 X 750 ml bottles of a premium Chardonnay or Sparkling/Blanc de Blancs (mandatory)
- Optional: 6 X 750 ml bottles of a premium cool climate red, must be 100% varietal  
- Pinot Noir, Cabernet Franc, or Gamay

(Quantities subject to change)

## I4C 2026 EVENT OVERVIEW

(Agenda Subject to Change)

### THURSDAY, JULY 16

School of Cool - Industry Seminars (350 Guests)

### FRIDAY, JULY 17

Optional pre-booked private meetings  
with LCBO buyers

**Chardonnay Tasting Event** - Public Tasting and  
Culinary Event with Entertainment

### SATURDAY, JULY 18

**Chardonnay in the Vineyard World Tour  
Tasting Event** - Showcase Culinary Event with  
Entertainment (350 Guests)

**Explore Wine Country Ontario** - Winery-hosted  
Consumer Events (multiple over the i4C weekend  
with a possible invitation to pour your wine)





# EXPOSURE+MARKET ACCESS+AUDIENCES

## EXPOSURE

As a featured international winery, you'll engage directly with top hospitality professionals, media, and wine enthusiasts who travel to Niagara to celebrate the best of cool climate winemaking.

## LCBO MARKET ACCESS

Meet and taste with buyers from the Liquor Control Board of Ontario (LCBO) — the purchasing authority responsible for more than 50% of Ontario's beverage alcohol market.

## MEDIA & INFLUENCER REACH

With i4C wines showcased in our Media Tasting Room, partner wineries gain direct exposure to 30+ top-tier journalists and influencers. This access has led to valuable features in premium global and Canadian publications, including Decanter, Wine Spectator, World of Fine Wine, The Globe & Mail, Toronto Star, Wine Enthusiast, and more.

## INDUSTRY AUDIENCE

- 30+ local and international sommeliers
- 60+ cool climate winemaking producers
- Hospitality buyers, educators, trade professionals

## CONSUMER AUDIENCE

- 1,200+ highly engaged wine lovers from Toronto, Ottawa, Quebec, New York, and beyond

## ONE TRIP = MAJOR EXPOSURE

Your wines will be shared with guests at a minimum of three signature events, with additional opportunities for your Guest cool climate red wine at select activations.

"The i4C 2024 event was one of my personal highlights this year and as Keynote speaker, I felt the energy, passion and engagement from the participants was second to none. Flawless organization with an abundance of delicious cool climate wines from around the world was enhanced by a diverse program of different events with one being better than the other. Additionally, the joyful atmosphere filled with wine professionals from around the globe really set this conference apart."

– Stefan Neumann Master Sommelier