



ITALIAN TRADE AGENCY

GUIDELINES FOR WINE REQUESTS

Importation and distribution of wines into Canada is strictly under government monopoly regulations, except for the province of Alberta. One of the main activities of the Italian Trade Commission in Canada is the organization of wine tasting events which showcase hundreds of wineries each year.

The Italian wines for these events often enter into Canada tax free, as per the diplomatic immunities granted by Global Affairs Canada (GAC). Any leftover wines from the wine tasting may be used at the discretion of the Italian Trade Commission (ITC) for other not for profit events which promote Italian companies, professionals or cultural heritage, with the aims of enhancing their reputation, facilitating the events and providing more visibility to Italian winemakers.

To apply and receive some wines, please contact ITC Canada writing to toronto@ice.it and enclosing the following information and/or documents and abiding by the rules and regulations indicated below.

1. A written presentation of the event, including
 - location
 - date when it will take place
 - exact start and end times
 - targeted number of guests
 - number of bottles requested
2. A declaration on letterhead paper, stating that
 - there will be no fee to enter the event
 - no wines will be sold at the event
 - the organizers did not purchase any wine from the Government of Italy and they will not otherwise financially compensate the Italian government for the offered wines
 - the wines will be only used at the event indicated by the organizers
 - any leftover bottles will not be sold, donated or auctioned off and will be returned to the ITC
 - an ITC officer will be invited to the event where the wine imported under diplomatic privileges is consumed, as required by current regulations

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- the applicant commits to pick up the bottles from ITC's storage location and return any leftover ones to the same location at its own cost
- winemakers will have proper recognition and a sign or a roll-up banner no smaller than 40X60 cm will be affixed at the venue in a visible position, mentioning information about offered wines as provided by the ITC
- any cost related to ITC's donation, including the above mentioned sign, will be the organizers' responsibility
- ITC's logo will appear on all promotional materials regarding the event along with the sentence "with the support of the Italian Trade Commission in Canada".

Please note that wines can only be used in the province where they were imported in the first place. No interprovincial shipments are allowed.

Although the ITC stores it in an appropriate space, there is no guarantee about the organoleptic characteristics of the wine. Bottles offered might be of different provenance and value.

Event organizers are kindly asked not to open all bottles prior to the event, to avoid wastage.

A final decision on whether to donate wines to the event and about which wines and how many bottles to commit will be made by ITC's representative in Canada, based on the information provided, other requests received and the availability of bottles.

The ITC will apply for the required authorizations from the federal (Department of Foreign Affairs, Trade and Development) and provincial Authorities, attaching the event organizers' letter of request. The wine cannot be delivered before both permits have been issued. For this reason event organizers must submit a request to the ITC no less than one month before the date of the event. Requests received after that deadline or missing any of the above indicated elements will not be taken into consideration.

For any questions or concerns please contact us at toronto@ice.it or by phone at +1 416 598 1566.

Toronto, May 19, 2022

by Marco Saladini, Trade Commissioner

