



# Grape growers add cluster of wineries

BY CATHERINE A. COCCHIO

Popping onto the market like corks from their latest vintages, new retail outlets scheduled to open at **Mastronardi Estate, Muscedere and Viewpointe Estate Wineries** introduce three more reasons for tourists to tour the Southwestern Ontario Wine Route this season.

Varying in size from small, boutique-style wineries to large, destination-style attractions, their addition to the list heralds the type of growth needed to create a cluster of wineries capable of attracting the attention of wine connoisseurs to the area.

"You need a dozen or so wineries to generate a following. We had a few setbacks when we lost **Kingsville Estate and Grape-tree**, but I think that's normal in a growing industry," said Walter Schmoranz, general manager of **Pelee Island Winery**.

With 2002 to 2005 vintages produced from their 100-acre vineyard bottled and ready for

market, Tony and Eadie Mastronardi plan to open Phase One of **Mastronardi Estate Winery** sometime this month.

"Stepping into our retail facility is like stepping back in time to an old European-style wine cellar. We divided the old barn in half. One half is our production area, the other has retail, offices, washrooms and an 80-person small banquet facility," said Edie Mastronardi. Renovations for the farmhouse will accommodate weddings and larger functions in phase two of the business plan.

By late April, **Muscedere's** old-world heritage meets the new world wine region in their country-style house retail outlet on County Road 18. With room for about 25 to 30 in their gathering place, brothers Rob and Fabio **Muscedere** hope to build from a modest 1,000- to 2,000-case production to an eventual 10,000-case bottling.

Most ambitious of the new ventures, **Viewpointe Estate Winery** has a soft opening

scheduled in June for its destination attraction on County Road 50 near Colchester. Loosely modeled after **Kingsville's old Hiram Walker Casino**, the \$3-million project's stone walls and rotunda reminiscent of the 1890s have the capacity of 100 to 150 inside, 300 in the courtyard, and up to 2,000 for outdoor festivals. An instructional culinary centre is equipped for catering events.

"We had to decide what would draw customers. We figure **Windsor-Essex County** has room for at least one destination winery. I'm not going to be the second to do it," said John Fancsy, co-owner of **Viewpointe**.

"We're one of the oldest yet least developed wine areas. People are realizing its potential. There's huge interest with 12 to 13 wineries in the area," said Izabela Bemben, assistant winemaker at **Aleksander Estate Winery**. Opened a year ago, **Aleksander** hopes to double output to 2,000 cases this year from its small retail store. **WB**



# Local web company expands into Florida

BY PATTI LAUZON

The sunny shores of Tampa, Florida have enticed a **Windsor-based web solutions company** to set up shop in the southern state.

**CDP Web Solutions**, a locally run website development company, recently opened a Tampa office to service southern American clients.

"WE SPECIFICALLY PRIDE OURSELVES ON THE FACT THAT WE HAVE ALL SERVICES UNDER ONE UMBRELLA."

"We have always been fans of the south, so to speak," said CDP co-owner, Gary Schatz. "We have had a lot of canvassing done down there and we have a lot of potential in that market."

Schatz, who owns CDP with fellow Windsorite Joel Paterson, said the company first started working in Florida through a contract for work with golf courses in the state. CDP's new Tampa office manager, Derek Highley, facilitated the work.

"We had been doing a lot of work with golf courses as a one-stop shop for their web solu-

tions," said Schatz. "Derek was the connection for that work."

CDP, which stands for consult, design and promote, sells custom designed websites and marketing campaigns.

"We specifically pride ourselves on the fact that we have all services under one umbrella," Schatz said.

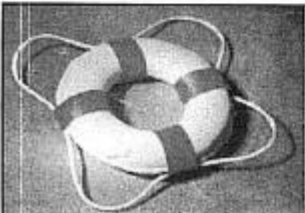
Some of CDP's local clients include **Kelcom, Scruples and Advanced Business Solutions**.

"We have our foot in the U.S. market," Schatz said. "Now, we're just looking to expand that business. The market in Tampa and the southern states has really grown in the last 10 years."

CDP's competitor, David Kroh of **Ass Kickin' Solutions Inc.**, said the recent expansion of CDP is a good thing in general for the business of web design.

"It's nice to see a local company expanding into other cities, utilizing opportunities open to them," Kroh said.

CDP is two years old and employs between three and 10, depending on the projects the company secures. Some of CDP's most notable past projects include work for **Startours Awesome Vacations** and **ITFW-Foils Plastics and Securities**. **WB**



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