

From: Natalie MacLean [<mailto:natalie@nataliemaclean.com>]
Sent: [REDACTED]
To: [REDACTED]
Subject: RE:

Okay, it takes a while for people to get used to the fact that online is not just a valid medium, but also the dominant one now ... I'll send you some info

From: [REDACTED]
Sent: [REDACTED]
To: 'Natalie MacLean'
Subject: RE:

Valid comment. Thanks again, just have never encountered this before.

[REDACTED]

From: Natalie MacLean [<mailto:natalie@nataliemaclean.com>]
Sent: [REDACTED]
To: [REDACTED]
Subject:

PS Don't you and wineries pay to be judged in a wine competition? The Wine Spec charges \$100 an entry for its restaurant list competition and the list goes on... it's not an issue of ethics but rather of operating a business

From: Natalie MacLean [<mailto:natalie@nataliemaclean.com>]
Sent: [REDACTED]
To: [REDACTED]
Subject: RE: cheers

You pay for other subscriptions to magazines who review your wines. A web-based publication is no less legitimate and has just as many costs to operate. This isn't a hobby for me: I have support staff and many other costs to cover. If the industry doesn't support those within its own ecosystem, where are we?

From: [REDACTED]
Sent: [REDACTED]
To: 'Natalie MacLean'
Subject: RE: cheers

Hi Natalie,

Thanks for your feedback. Just some honest feedback, I feel a bit torn about paying for a wine review as it seems like a conflict of interest for an "independent" review. I know it's not a big sum of money, but was thrown off by this approach.

[REDACTED]

From: Natalie MacLean [<mailto:natalie@nataliemaclean.com>]
Sent: [REDACTED]
To: [REDACTED]
Subject: cheers

Hi [REDACTED],

Thanks for your note. This is the only way I can keep up with the hundreds of samples and pieces of paper and e-mails and PDFs coming to me from various agencies and wineries every month.

I believe that it's well worth your while to submit the info since I publish my reviews in the largest magazines and newspapers across the country noted below. The free media exposure is worth thousands of dollars to you and your brands. It is because I reach the largest wine audience in Canada that so many agencies and wineries send me samples so the

volume I deal with is different from many other journalists who write a column or two.

That's why I have invested thousands of dollars in building a form that has sophisticated back-end database capabilities but that makes it simple and fast for agencies and wineries to submit the info on their wines. (I'm not having computer trouble so pls reboot your computer and try again as the other wineries who have done so haven't had a problem. As I mention below, you'll need to subscribe first.) This, in turn, supports a site that has the largest traffic for any wine web site in Canada according to Google Analytics.

I do understand that you are busy, but I am taking the time to taste and write my review notes, scores and tasting matches for all of the wines you send me. I am also investing in and running a site that has become a go-to resource for wine lovers across the country and I am writing columns that reach more than five million readers. I just need a little help from you with the basic info on your wines. Once you go through the process you'll be set up for the future

Thanks again!

Natalie