



WINE COUNCIL  
OF ONTARIO



Wine Council of Ontario  
**ANNUAL REPORT**  
2013 – 2014

# Members of the Wine Council of Ontario

## Niagara-on-the-Lake

Between the Lines Winery  
Caroline Cellars  
Cattail Creek Estate Winery  
Charles Baker Wines  
Colaneri Estate Winery  
Coyote's Run Estate Winery  
Frogpond Farm Organic Winery  
Hinterbrook Estate Winery  
Ice House Winery  
Joseph's Estate Wines  
Konzelmann Estate Winery  
Lailey Vineyard  
Marynissen Estates  
Niagara College Teaching Winery

Palatine Hills Estate Winery  
Pillitteri Estates Winery  
PondView Estate Winery  
Rancourt Winery  
Ravine Vineyard  
Reif Estate Winery  
Reimer Vineyards Winery  
Riverview Cellars Estate Winery  
Small Talk Vineyards  
Southbrook Vineyards  
Stratus  
Strewn Winery  
Sunnybrook Farm Estate Winery



## Niagara Escarpment and Twenty Valley

13th Street Winery  
Angels Gate Winery  
Aure Wines  
Bachelder Wines  
Back 10 Cellars  
Calamus Estate Winery  
Cave Spring Cellars  
Cornerstone Estate Winery  
Creskide Estate Winery  
Crown Bench Estates  
Daniel Lenko Estate Winery  
Di Profio Wines  
Domaine Equifera Estate  
Domaine Queylus  
Featherstone Winery & Vineyard  
Fielding Estate Winery  
Flat Rock Cellars  
Foreign Affair Winery  
Generations Wine Company  
The Good Earth Vineyard & Winery  
GreenLane Estate Winery  
Harbour Estates Winery  
Harvest Estate Wines

Henry of Pelham Family Estate  
Hernder Estate Wines  
Hidden Bench Vineyards & Winery  
Kacaba Vineyards  
Malivoire Wine Company  
Mike Weir Winery  
Mountain Road Wine Company  
Organized Crime Winery  
Pearl Morissette Estate Winery  
Peninsula Ridge Estates Winery  
Puddicombe Estate Farms & Winery  
Rennie Estate Winery  
Ridgepoint Wines  
Rockway Vineyards  
Rosewood Estates Winery  
Royal DeMaria Wines  
Stoney Ridge Estate Winery  
Sue-Ann Staff Estate Winery  
Tawse Winery  
Terra Vineyards  
Vieni Wine & Spirits  
Vineland Estates Winery  
Westcott Vineyards

## Prince Edward County

Black Prince Winery  
Casa-Dea Estates Winery  
Closson Chase  
The Grange of Prince Edward  
Vineyards & Estate Winery  
Harwood Estate Vineyards  
Huff Estates Winery  
Lacey Estates  
Norman Hardie Winery & Vineyard  
Rosehall Run  
Sandbanks Estate Winery  
Waupoos Estate Winery



## Lake Erie North Shore

Cooper's Hawk Vineyards  
Oxley Estate Winery  
Pelee Island Winery  
Pelee Island Winery Pavillion



## Emerging Regions

Burning Kiln Winery  
Coffin Ridge Boutique Winery  
Dover Vineyards  
Georgian Hills Vineyards  
Willow Springs Winery



## The Wine Council of Ontario celebrates 40 years

When the Wine Council was formed 40 years ago, the Ontario wine world was a very different place. Throughout its existence, the WCO has always been THE trade association advocate for positive change for Ontario wineries. Significant gains have been made – increased access to the LCBO, the ability to directly sell to licensees, relief from excise taxes; and most importantly, the recognition of our wines as world-class by the international community. But much work remains to be done. Ontario consumers are demanding increased access to quality Ontario wines, and we will continue to work with the provincial government to realize more opportunities for our members.

The Wine Council has been trusted by the province of Ontario to deliver not only the current version of the Marketing Plan of the Ontario Wine Strategy, but the previous versions as well going back many years. The tremendous sales growth and consumer acceptance which has occurred over the duration of these programs is a testament to the partnership between the province and the Wine Council.

The Wine Council continues to grow - we now have 93 winery members, the largest number ever! We look forward to continuing to work diligently to meet the needs of all of you.

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# Our Association

## Who We Are

The Wine Council of Ontario is the champion of Ontario's high quality, authentically local Vintner's Quality Alliance (VQA) wines and of promoting Wine Country as a destination.

As a non-profit trade association, the Wine Council represents 93 wineries from across the three designated viticultural areas of the province (Niagara, Prince Edward County and Lake Erie North Shore – including Pelee Island) as well as emerging wine producing regions such as Ontario's South Coast and Georgian Bay/Grey County.

Our members are independently owned small and medium sized enterprises – grape growers, manufacturers and leaders in tourism in their communities. Our members are the future of Ontario's wine industry which is a source of new investment, jobs and award-winning wines.

## We Support Authenticity

Our role is to promote Ontario VQA wines and vintners, support the production of excellent local wines valued both at home and abroad, and build on the substantial economic benefits that the VQA wine industry brings to the province. Authentically local VQA wine is made without imported grapes.

## Our Strategic Priorities:

- 🍷 Growing opportunities for VQA wine sales
- 🍷 WCO leadership and relationships
- 🍷 Membership growth and value
- 🍷 Excellence in promoting Wine Country Ontario
- 🍷 Bettering the Ontario wine industry



*“After spending a few days touring Ontario wine country, I was stunned. How come I hadn’t heard of what was going on here before? I found wines that were world class, and a talented, well travelled and engaging community of winegrowers who were doing great things.”*

- Jamie Goode, London based wine journalist



## Mission

The Wine Council of Ontario leads the growth and sustainability of Ontario's VQA wines.

## Vision

The Wine Council will undertake:

- Advocacy and actions to foster the development of a profitable and growing business environment for VQA wines
- To grow sales of VQA wines to ensure the success of all partners on the value chain
- To ensure that 100 percent authentically local VQA wines own the hearts and minds of wine consumers both in Ontario and in our growing markets outside of Ontario



## Our Team

### Top row

Trisha Molokach &  
Duncan Gibson

### Middle row

Tanya Gorchynski,  
Magdalena Kaiser-Smit &  
Regina Foisey

### Bottom row

Tiffany Wise,  
Alison Oppenlaender &  
Hillary Dawson

# Wine Council of Ontario Board of Directors

June 2013 – 2014

**Allan Schmidt, Chair**

Vineland Estates Winery

**Walter Schmoranz**

Pelee Island Winery

**Len Pennachetti, Vice Chair**

Cave Spring Cellars

**Jamie Slingerland**

Pillitteri Estates Winery

**Norm Beal**

Peninsula Ridge Estate Winery

**Dan Sullivan**

Rosehall Run Vineyards

**AJ McLaughlin**

Angels Gate Winery

**Newman Smith**

Strewn Winery

**Jeff Aubry**

Coyote's Run Estate Winery

**Sue-Ann Staff**

Sue-Ann Staff Estate Winery

**Ed Madronich**

Flat Rock Cellars

**Nicolette Novak**

The Good Earth Vineyard & Winery

**Paul Speck**

Henry of Pelham Family Estate

**Caroline Granger**

The Grange of Prince Edward



## Wine Council of Ontario Committees

### Green Committee

Jamie Slingerland – Chair, JL Groux, Bruno Friesen, Jamie Evans, Dave Hooper, Jens Gemmerich, Shiraz Mottiar

### Marketing Committee

Paul Speck – Chair, Carol Lepage, Caroline Granger, Darryl MacMillan, Jansin Ozkur, Jeff Letvenuk, Matt Loney, Nicole Speranzini, Tom Pennachetti, Ed Madronich, Krystina Roman, Lou Puglisi

### Tourism Committee

AJ McLaughlin – Chair, Andrea Kaiser, Caroline Granger, DeeDee Cowan, Donna Everitt, Jansin Ozkur, Jeff Letvenuk, Nicolette Novak



## Chairman's Message

This marks the first full year for myself as Chair of the Wine Council of Ontario. This past year and the preceding 25 years as a Director on the WCO board has made me realize that the issues facing our members and indeed the entire VQA wine sector continue to grow in magnitude. This is not necessarily due to the ever-increasing number of wineries making terrific wines, but rather the inability of regulations and distribution structures to keep up with the growth of our industry.

I'm very proud of the work that our board, committees and the entire staff of the Wine Council have done this past year in fulfilling our government mandate to deliver the Wine Country Ontario marketing program and working with the Ontario Government in re-securing and enhancing the entire VQA suite of programs with a renewed \$75 million commitment to the government's VQA wine strategy. We have heard loud and clear from our members how important these programs are in providing vital VQA marketing support, and import markup relief at the LCBO as all other wine regions in the world enjoy in their own home markets.



However, the issue of greatest magnitude remains greater access to retail distribution in Ontario. By now you have no doubt seen our pairsperfectly.com campaign that is being received extremely well as a responsible solution to consumers demand for greater retail access to our products, that maintains and enhances distribution for the LCBO, increases government revenues, and creates thousands of new jobs. We are also confident that our newly formed provincial government will also see the wisdom of this solution.

Despite all that our lobby efforts entail, we cannot forget the passion that has motivated us and that is the passion for our wines. In my 25 years here in Ontario I have seen a revolution in our industry in terms of the products we make and a passion from our customers that tells us we are on the right path. I know it motivates me to continue to do all I can to allow us to grow our passion. There is nothing like a great glass of our wine to remind ourselves why we got into this business in the first place and the sharing of our wines that keeps me passionate about motivating the change we know will come sooner rather than later. I look forward to raising a glass with you every time we move ourselves closer to that.

Cheers

A stylized, handwritten signature in black ink, appearing to read 'Allan Schmidt'.

Allan Schmidt  
Chair, Wine Council of Ontario

## President's Message

One of the most interesting things about our industry is that it never stands still. We are always pushing the boundaries of our viticulture, our winemaking and the barriers that tend to try to corral our aspirations into a small box. And it is that shared desire for change that I find so inspiring about our business. To that end I wanted to use this opportunity to reflect on the past year and how we have been able to use our collective voice to move VQA wines and our wineries forward.

Government has challenged us in a number of ways this year. First was to show value and we have done that. Sales continue to grow – though not as fast as we all would like – and our quality credentials continue to show themselves proudly both in our marketplace and around the world. It is because we can show this value that the province renewed and expanded the monies available to support our industry. Their \$75 million commitment is one that will continue to assist us as we focus efforts on growing our market and our relationships with Ontario wine consumers. You as members were a part of delivering that message to government and it is your efforts that government wants to encourage and support.

Second is to show a vision and purpose. In that regard I am proud of the role that the Wine Council plays as thought leaders in Ontario's wine industry (and in beverage alcohol generally). Whether it is how we deliver a comprehensive marketing program that supports our whole industry, how we led the discussion with government around the development of the VQA Farmers' Markets initiative and other AGCO reforms, or how we have built support both from within industry and across stakeholder boundaries for our push for expanded retail with Pairs Perfectly, it is clear to most, if not all, observers that it was the Wine Council and its members that had thoughtful solutions that are focused on a shared success. Though not everyone agrees with the path that our members have proposed, they cannot argue that we have not been careful and meaningful in our approach.

Finally, we have been challenged by government in that they need to be motivated to understand and be prepared to work towards real change. Education across government and across all political parties is always challenging and ensuring that as many key decision makers as possible understand and appreciate the issues that we raise is critical. We continue to have to push and be deliberate in demanding the attention of the province. That has made our resolve stronger and our story more compelling. It is absolutely critical that we continue to illustrate the challenges that government and its structures have created and the impediments to the natural ebbs and flows of business, which continue to force haphazard solutions to the forefront.

Perhaps more important in terms of thanks and recognition should be two critical groups that help guide my day. First are the thanks that I owe our Board of Directors, and our brave leader Allan Schmidt. The time, energy and truly thoughtful approach that they bring to the issues of our industry has been critical in our success and their strong passion for challenging the status quo motivates me and drives our shared goals forward. Second are the thanks that I owe to our incredible team at the Wine Council. Their dedication to what we do is tireless and often thankless. They inspire me with their energy and passion.

As a member of the Wine Council perhaps you deserve the most thanks. Not only does your participation and engagement always improve the work that we do, your passion for this industry inspires us to achieve all we can for you. Without it we couldn't be as successful as we have been together.

Looking forward to another interesting and successful year for our Wine Council members and our VQA industry.

Cheers,



Hillary Dawson

President, Wine Council of Ontario





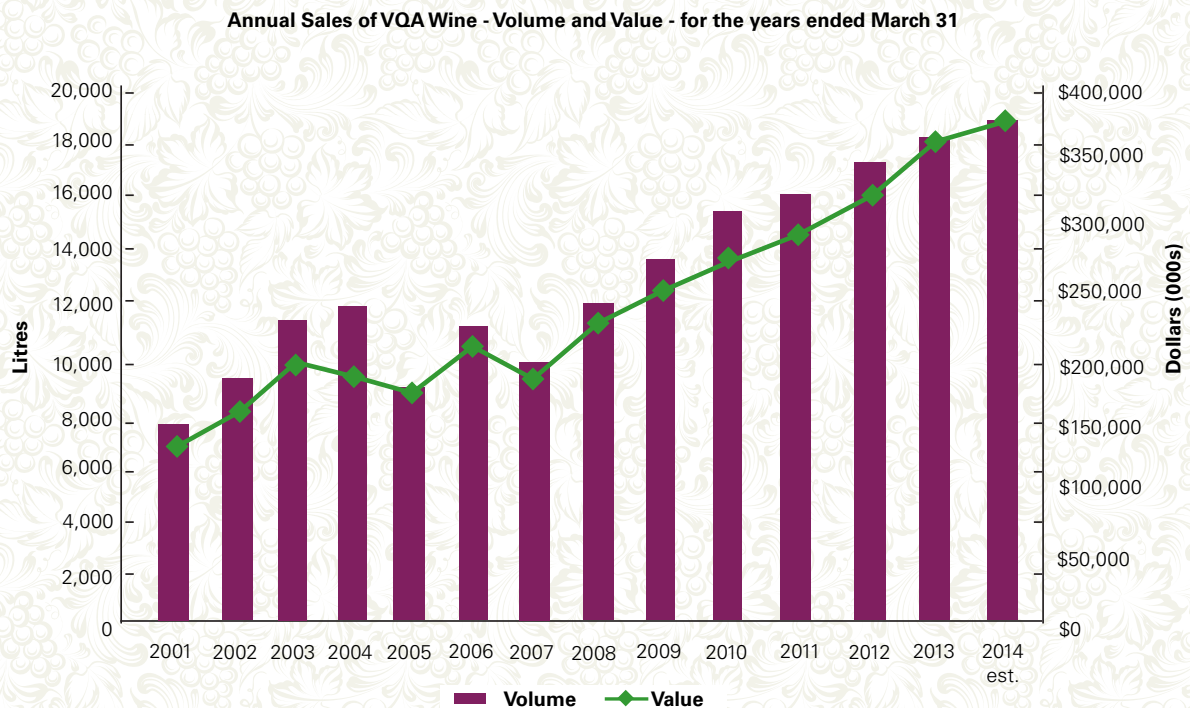
# Priority #1

## I. Growing Opportunities for VQA Wine Sales

Our goals:

- Development and execution of annual marketing strategies that increase the value and scope of VQA wine sales
- Active engagement with current and potential retail/trade partners to align marketing goals and investments, in support of expanded retail opportunities
- Advocacy to reduce regulatory barriers that restrict access to VQA wines
- Support of nationally led export initiatives

The past year has once again been one of challenges and successes for VQA wine sales in the province. VQA sales in the LCBO (including Vintages) for the year ended March 31, 2014 were \$123 million; the 2.1% increase outpaced the growth of imported wine (2.0%) for the sixth consecutive year, and the total growth in VQA over the past three years is nearly 20%. The average shelf price of a bottle of VQA table wine in the LCBO increased from \$12.90 to \$13.17, reflecting the increased quality of consumers' purchases. VQA wines exported to other provinces and internationally also continue to grow, exceeding \$60 million in 2013, the highest ever.



## Pairs Perfectly Campaign

This year we launched an exciting campaign called Pairs Perfectly to increase profile for private wine shops in Ontario. The campaign has a strong social media and radio focus and aims to show provincial election candidates that the people of Ontario support the creation of private wine shops.

This is an important time for our industry. We want to offer more choice and convenience to our consumers and we know the private wine model can also help increase jobs and tax revenue for the province.

You can continue to help the Pairs Perfectly efforts by following us on Twitter @pairsperfectly and asking your social networks to sign up at [www.pairsperfectly.com](http://www.pairsperfectly.com).



## Working with the Ontario Government

- 🍷 Delivering results for the Ontario Wine Strategy and supporting its renewal. December saw a renewed 5 year commitment from the province of \$15 million per year for 5 years (\$75 million) including the opportunity for enhancing funding for the very successful VQA Support Program
- 🍷 Making the case for more access. The Wine Council continues to educate and lobby government on the need to expand distribution for the long term growth and success of our industry. Our Pairs Perfectly initiative is complementary to these efforts by adding the voice of the consumer to the discussion
- 🍷 Bringing the views of wineries to the table as the province created its VQA Sales at Farmers' Markets initiative resulting in a better (than expected) framework
- 🍷 Developing comprehensive policy suggestions for the AGCO regulatory review process
- 🍷 Working with the Wine Secretariat to ensure that going forward the programming is focused on the wineries that are both growing their businesses and growing our wine regions through their tourism experiences





- Successful execution of our Wine Country Ontario marketing program – starting year five of the current five year program. Positive results for both sales and with engaging our consumer will continue to highlight the value of this partnership with the government
- Investment and engagement by the province in our Traceability Project and Sustainability initiatives.
- Engaging our Regional Tourism Organizations to leverage our joint efforts in support of Wine Country Tourism

## Working with the Federal Government

- Working with other stakeholders to ensure a clear and defensible definition of Icewine
- Active advocacy for federal government investments in 100% Canadian wine
- Working with our posts abroad to create trade development events in key export markets

## Working with our Local Partners

- Working with the Town of Lincoln on a Fly Mitigation strategy and refreshing its Special Events Policy
- Working with the Town of Niagara-on-the-Lake to ensure that their food truck policy did not negatively impact wineries' ability to deliver special event programming on their properties
- Working with Tourism Windsor Essex and our South Coast Wineries to develop Tourism Readiness initiatives
- Working in Prince Edward County to develop a strategy in support of a reliable water supply for some members in that area

*“The Canadians have long been proud of their wines  
and finally this pride is increasingly justified.”*

- Jancis Robinson

## Priority #2

### WCO Leadership & Relationships

The Wine Council of Ontario continues to work closely with governments, the LCBO, the Grape Growers of Ontario, the VQAO and other industry partners to foster a supportive public policy climate to keep our positive momentum going forward.

Our goals:

- 🍷 Continue to provide thought leadership for VQA wines in the province and be looked on as the voice of VQA wines. Success will be reflected in membership growth, achievement of advocacy efforts and a continued positive reputation with stakeholders
- 🍷 Modernize the grape pricing process to ensure greater economic benefit for all partners on the value chain
- 🍷 Active engagement with all stakeholders in agriculture, tourism, retail, trade, government and the wine industry



### Industry Organization Memberships

#### Grapes for Processing Industry Advisory Committee

Allan Schmidt (Processor Rep)

Ed Madronich (Processor Rep)

#### Grape Pricing Negotiating Agency

Allan Schmidt (Processor Rep)

#### Ontario Grape and Wine Research Inc.

Allan Schmidt (Board Member)

#### Niagara Grape and Wine Festival

Allan Schmidt (Board Member)

#### Industry Marketing Committee

Paul Speck (Chair), Stephen Gash, AJ McLaughlin

#### Ontario Culinary Tourism Alliance

Hillary Dawson (Chair)

#### Tourism Partnership of Niagara

Hillary Dawson (Board Member)

#### Alliance of Ontario Food Processors

Norm Beal (President & CEO, Board Member)

#### International Riesling Foundation

Len Pennachetti (Board Member)

#### CCOVI Advisory Board

Allan Schmidt (Executive), Hillary Dawson

#### Insight Conference Committee

Sue-Ann Staff

#### Cuvée

Magdalena Kaiser-Smit

#### i4c

Magdalena Kaiser-Smit



## Priority #3

### Membership Growth and Value

Our goals:

- Consistently measure and improve member satisfaction
- Continuously improve communication tools for members
- Increase the level of member engagement in key Wine Council activities, e.g. board, committees, member forums, advocacy

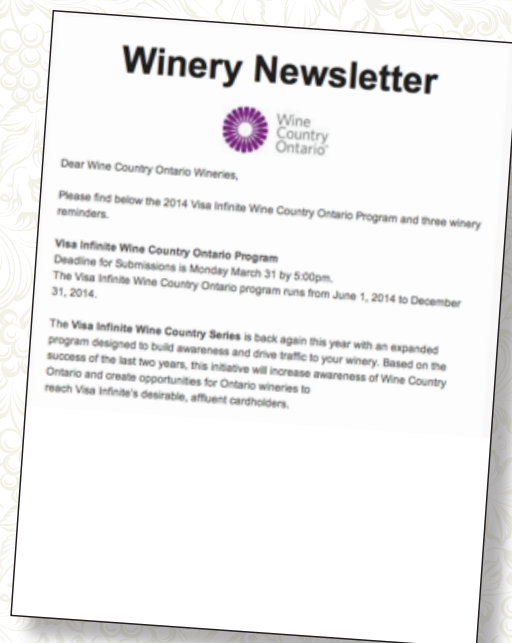
The Wine Council of Ontario is the organization that speaks for the VQA wine producers across the province. With a shared vision, WCO's membership has continued to grow. As of April 2014, we now have 93 winery property members – the highest ever. Our members are situated throughout Ontario's three DVA's and also in the province's emerging regions: South Coast (Simcoe and Port Dover), Stouffville and southern Georgian Bay (Grey County).

The Wine Council of Ontario continues to create educational tools to assist winery staff, as well as weekly member news and bi-weekly Wine Country Ontario winery communications about special initiatives, marketing updates, social media, LCBO updates and more.



Weekly Member News through eblasts

Biweekly Wine Country Ontario Winery Newsletters communicating opportunities and reminders to all Ontario wineries



The Wine Council of Ontario, through its Wine Country Ontario communication plan continues to provide members with tools that present consistent information about our wine regions to share with consumers, stakeholders and media. Newly enhanced and updated tools include a 2014 edition of the Wine Country Ontario: Our Story (White Booklet) and the Canadian Wine Regions Postcard. Each is available on our Wine Country Ontario website and available in multiple languages.



*“What surprised me, though, were Ontario’s dry wines... Ontario’s best wines, they seem to occupy a kind of ‘middle earth’ position between Old and New Worlds...”*

- Andrew Jefford, *Decanter*, May 2014

We would like to highlight and welcome our new Wine Council of Ontario Members:

- 🍷 Back 10 Cellars – Beamsville
- 🍷 Daniel Lenko Estate Winery – Beamsville
- 🍷 Di Profio Wines – Jordan Station
- 🍷 Domaine Queylus – St. Ann’s
- 🍷 The Ice House – Niagara-on-the-Lake



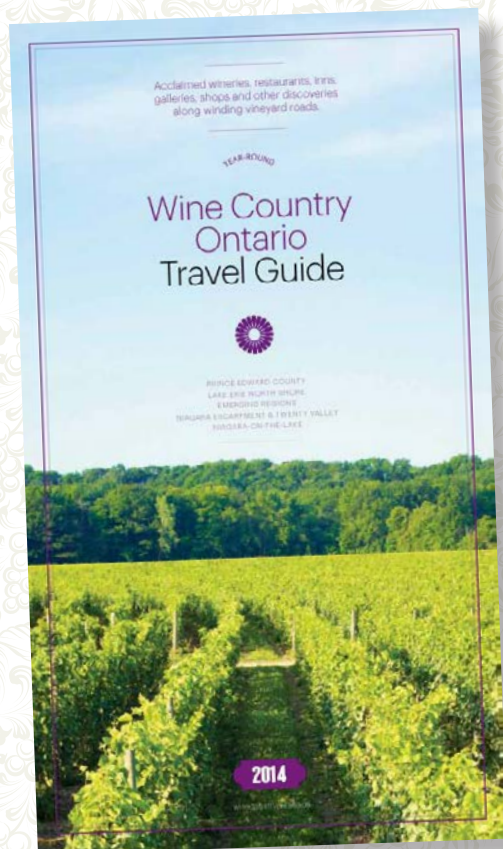
## Priority #4

### Excellence in Promoting Wine Country Ontario

Our goals:

- 🍷 Deliver excellence and results to current and future government marketing partnerships
- 🍷 Continuous measureable improvement in usage and performance of key Wine Council assets – Wine Route, Wine Country Ontario Travel Guide, Visitor First Program
- 🍷 Active engagement with, and leadership in, industry partnerships e.g. regional tourism and culinary organizations

Wine Country Ontario is a trademark of the Wine Council of Ontario and is our 'consumer facing' brand. Promoting Wine Country Ontario on behalf of the industry includes production and distribution of the popular Wine Country Ontario Travel Guide, product placement and promotion at the LCBO, communication with consumers through social media, as well as a monthly consumer newsletter and advertising campaigns to connect wine country to residences across Ontario.

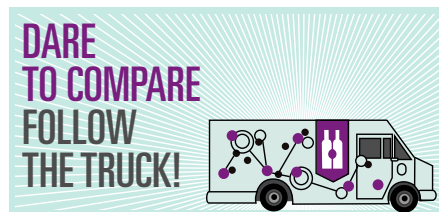


Wine Country Ontario works to integrate a strong Public Relations program whereby we work to persuade the public, partners, stakeholders and key influencers like media and trade to maintain a positive and informed view about VQA wines and our tourism experiences. Key efforts around international wine media have gained us increased exposure on the world stage along with accolades in key wine publications.

*June 28, 2014 half a million copies of the Travel Guide will be distributed in the LCBO Food & Drink Magazine*

## Dare to Compare

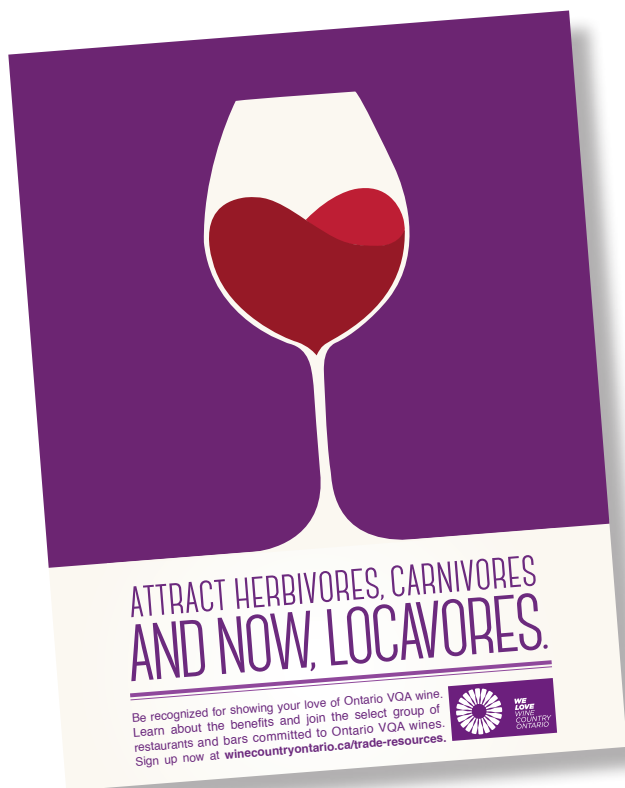
#FollowTheTruck is the hashtag for the Dare to Compare Ontario Wine tour. This exciting program of the Wine Country Ontario marketing program utilizes a retro-fitted food truck offering an experiential tasting experience to Ontarians across the province. Scheduled as a 16 week tour, the truck will travel to various festivals most weekends during the summer as well as unexpected setups along the way. Look for the truck over the summer near you!



## We Love Wine Country Ontario Restaurant Recognition Program

This initiative started in 2004 as the VQA Restaurant Award of Excellence with only 27 restaurants. It was re-vamped in 2010 to We Love Wine Country Ontario and now has over 180 participating restaurants. Plans are in place to grow that number to over 300 by the end of the summer. By participating in this program, restaurants are recognized for leading the way in choosing to serve Ontario VQA wines and showing their commitment to homegrown products, engaging their patrons to enjoy local Ontario wines.

We have also partnered with The Ontario Culinary Tourism Alliance (OCTA) on their newly launched Feast ON program. This program is designed to help consumers experience restaurants of all shapes and sizes that champion Ontario food and drink. From food trucks to fine dining, consumers will be able to discover a true taste of place in restaurants that have the certified taste of Ontario designation.









## Priority #5

### Bettering the Ontario Wine Industry

Our goals:

-  Active leadership in industry research
-  Ongoing assessment of the economic impact and benefits of Ontario's VQA wines and WCO winery members
-  Increase member participation in Sustainable Winemaking Ontario
-  Partnership with and support for VQA Ontario and its goals for excellence in quality for VQA wines and improving awareness and understanding wines of origin

The Wine Council continues its focus on improving Ontario's wine industry and building a strong platform for VQA wines and the appellation of origin system. The entire VQA industry continues to foster innovation in Ontario's agri-food sector.

### Sustainable Winemaking Ontario

This past year, the WCO contracted BLOOM to help conduct research on Water and Wastewater Management issues for Ontario wineries. With funding from Canadian Agricultural Adaptation Program (CAAP) and Ontario Grape and Wine Research (OGWRI), BLOOM was able to research, identify and provide solutions for six key risks and opportunities for Ontario's wine industry. The report was delivered in electronic form to all wineries and stakeholders as well as workshops for wineries to create the opportunity for open discussion and sharing of best practices.

Evolution of the program is important to ensure the "from soil to shelf" program will help sustain Ontario's success on the world stage as consumers and wine connoisseurs are embracing local, environmentally friendly products. Ontario's grape and wine industry is committed to enhancing its environmental performance by introducing an auditable certification program to formally recognize the environmentally sustainable practices already adopted by its members.

The Wine Council of Ontario, together with the Grape Growers of Ontario, have researched other programs, adopted many of the same 'check points' and have created a Vineyard Evaluation. This in-depth survey for grape growers is a voluntary program to record sustainable practices that will be verifiable through an independent audit. Incorporating grape growing sustainability with sustainable practices in winery production will result in certified Ontario wines to market to consumers.

While the Sustainability Certification Program is voluntary, all growers and wineries are encouraged to participate in the program. With marketing support and promotion, we see many participating in the program, bringing both growing and production together to allow for Ontario wines on shelf that are made with the same mindset and tell the story of authenticity. With increasing consumer demand for certified sustainable products, this program provides an opportunity for Ontario's growers, wineries and wines to compete in an ever growing market.

## Wine Council of Ontario Trade Supplier Members

In 2013, the Wine Council of Ontario launched a Trade Supplier Membership Program to benefit wineries across the province as well as local Ontario businesses. From its inception in July, our Trade Supplier Membership program continues to grow and to date we have close to 30 members. Our Trade Supplier Members range from accounting services, event planning, law, manufacturing, production and packaging suppliers, to consulting services, promotional services and retail suppliers. We encourage our Winery Members to take advantage of offerings presented by our Trade Supplier Members – which may include discounts, promotions, networking opportunities and more.

### Our 2013-2014 Trade Supplier Members

#### Luma Events

[www.lumaevents.com](http://www.lumaevents.com)

#### Jane's Packaging Inc.

[www.janespackaging.com](http://www.janespackaging.com)

#### Saxco

[www.saxco.com](http://www.saxco.com)

#### Signature Risk Partners Inc.

[www.signaturerisk.com](http://www.signaturerisk.com)

#### The Epernay Tasting & Promotional Co. Ltd.

[www.theepernaycompany.com](http://www.theepernaycompany.com)

#### Rosehill Wine Cellars Inc.

[www.rosehillwinecellars.com](http://www.rosehillwinecellars.com)

#### Mayeski Mathers LLP

[www.mayeskimathers.com](http://www.mayeskimathers.com)

#### Hamill Machine Company Inc.

[www.hamillmachine.ca](http://www.hamillmachine.ca)

#### Salbro Bottle Inc

[www.salbrobottle.com](http://www.salbrobottle.com)

#### Bevsupport

[www.bevsupport.com](http://www.bevsupport.com)

#### Calhoun Sportswear

[www.calhounsportswear.com](http://www.calhounsportswear.com)

#### Lakeview Equipment

[www.lakeviewvineyardequipment.com](http://www.lakeviewvineyardequipment.com)

#### Sullivan Mahoney

[www.sullivanmahoney.com](http://www.sullivanmahoney.com)

#### Western Union

[www.business.westernunion.ca](http://www.business.westernunion.ca)

#### The Printing House

[www.tph.ca](http://www.tph.ca)

#### Hunter, Wilson & Kelly Ltd.

[www.hwkinsurance.ca](http://www.hwkinsurance.ca)

#### A.O. Wilson

[www.aowilson.ca](http://www.aowilson.ca)

#### Abell Pest Control

[www.abellpestcontrol.com](http://www.abellpestcontrol.com)

#### Brock University

[www.bus.brocku.ca](http://www.bus.brocku.ca)

#### Durward Jones Barkwell & Company LLP

[www.djb.com](http://www.djb.com)

#### Benson Kearley IFG

[www.bensonkearleyifg.com](http://www.bensonkearleyifg.com)

#### Savvy Company

[www.savvycompany.ca](http://www.savvycompany.ca)

#### Imagewear

[www.imagewear.ca](http://www.imagewear.ca)

#### Fortessa Canada

[www.fortessa.ca](http://www.fortessa.ca)

#### Brock Automation

[www.BrockOA.com](http://www.BrockOA.com)

#### Niagara Falls Tourism Association

[www.niagarafallstourism.com](http://www.niagarafallstourism.com)

#### Perley-Robertson, Hill & McDougall LLP/s.r.l

[www.perlaw.ca](http://www.perlaw.ca)

#### WP Warehousing & Bottle Supply

[www.wpwarehousing.com](http://www.wpwarehousing.com)

#### YOUR Designated Driver

[www.yourdd.ca](http://www.yourdd.ca)

*The Wine Council of Ontario would like  
to acknowledge our long standing members:*

### *30+ Years*

Reif Estate Winery 🍷 32 years, since 1982

Vineland Estates Winery 🍷 31 years, since 1983

Pelee Island Winery 🍷 30 years, since 1984

### *25+ Years*

Cave Spring Cellars 🍷 28 years, since 1986

Henry of Pelham Family Estate 🍷 26 years, since 1988

Konzelmann Estate Winery 🍷 26 years, since 1988

### *20+ Years*

Marynissen Estates 🍷 23 years, since 1991

Southbrook Vineyards 🍷 23 years, since 1991

Joseph's Estate Wines 🍷 22 years, since 1992

Pillitteri Estates Winery 🍷 21 years, since 1993

Sunnybrook Farm Estate Winery 🍷 21 years, since 1993

### *15+ Years*

Strewn Winery 🍷 17 years, since 1997

Creekside Estate Winery 🍷 15 years, since 1999





## Wine Council of Ontario

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