

Wine Council of Ontario



Wine Council of Ontario ANNUAL REPORT 2014 - 2015

Members of the Wine Council of Ontario

Niagara-on-the-Lake

Between the Lines Winery Big Head Wines 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 (The) Joseph's Estate Wines Konzelmann Estate Winery Lailey Vineyard Winery Maleta & St. Henry Estate Winery 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 Riverview Cellars Estate Winery Small Talk Vineyards Southbrook Vineyards Stratus Strewn Winerv Sunnybrook Farm Estate Winery Terra Vineyards

Niagara Escarpment and Twenty Valley

13th Street Winery Aure Wines Angels Gate Winery Bachelder Wines Back 10 Cellars Calamus Estate Winery **Cave Spring Cellars** Cornerstone Estate Winery Creekside Estate Winery Crown Bench Estates Winery Di Profio Wines Domaine Queylus Featherstone Winery & Vineyard Fielding Estate Winery Flat Rock Cellars Foreign Affair Winery (The) Good Earth Vineyard and Winery (The) GreenLane Estate Winery Harbour Estates Winery Harvest Estate Wines Henry of Pelham Family Estate Hernder Estate Wines Hidden Bench Vineyards and Winery

Kacaba Vineyards & Winery Leaning Post Wines Malivoire Wine Company Mike Weir Winery Mountain Road Wine Company Organized Crime Winery (The) Pearl Morissette Estate Winery Peninsula Ridge Estates Winery Puddicombe Estate Farms, Wines & Cider Redstone 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 Vieni Wine and Spirits Vineland Estates Winery Westcott Vineyards

Prince Edward County

Black Prince Winery Broken Stone Winery Ltd. By Chadsey's Cairns Winery and Vineyard Casa-Dea Estate Winery Closson Chase Grange of Prince Edward (The) Harwood Estate Vineyards Hillier Creek Estates Huff Estates Winery Lacey Estates Winery Norman Hardie Winery and Vineyard Rosehall Run Sandbanks Estate Winery Three Dog Winery Waupoos Estates Winery

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Lake Erie North Shore

Cooper's Hawk Vineyards Oxley Estate Winery Pelee Island Winery

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Emerging Regions

Blueberry Hill Estates Burning Kiln Winery Coffin Ridge Boutique Winery Frisky & Gamble Cellars Gallucci Winery Generations Wine Company Georgian Hills Vineyards Holland Marsh Wineries Willow Springs Winery

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Mission

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

Vision

The Wine Council of Ontario 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

"Oxley Estate Winery is a great adventure, but it is also a business. That is why we joined the Wine Council of Ontario. It provides us with relevant information, insight and context about the whole range of issues facing Ontario wineries. And WCO gives us a voice to speak to government and the consumer."

- Ann Neydon Wilson, President and General Manager of Oxley Estate Winery

Our Staff

- resident Richard Linley, President
- 🐟 🛛 Duncan Gibson, Director of Finance
- 🐟 🛛 Tanya Gorchynski, Administrative Lead
- Alison Oppenlaender, Projects Coordinator



Our Association

Who We Are

The Wine Council of Ontario (WCO) is the champion of Ontario's high quality, authentically local Vintners Quality Alliance (VQA) wines and of promoting Ontario's wine country as a tourism destination.

As a non-profit trade association, the WCO represents over 100 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
- ℯ Membership growth and value
- 🔊 Excellence in promoting Wine Country Ontario
- ↔ Bettering the Ontario wine industry



Chairman's Message

This past year has seen many changes and advancements at the Wine Council of Ontario. One of the most significant has been the installation of our new President, Richard Linley. I know I speak for the entire membership and Board of Directors, when I congratulate Richard on his very successful transition into this complex role. Richard's past experiences, government relations knowledge and the respect he has across government and amongst industry leaders, will serve us well.

I would like to thank my fellow Directors who have once again dealt with the many complex issues over the past year. Included in this was the establishment of our new Wine Marketing Association of Ontario, with the single focus of marketing Ontario VQA wines. I am confident that this new entity will make great strides in increasing market share and awareness of



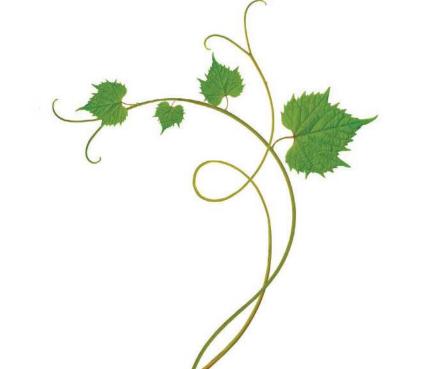
our high quality VQA wines with its great talent pool of staff and industry committee members.

I would also like to extend a big thank you to the Ontario government and specifically to Premier Kathleen Wynne for her support and commitment to formalizing the renewal of the \$75 million Ontario Wine and Grape Strategy this year. The Strategy's range of programs is critical to allow us to fairly compete in our home marketplace, one that the rest of the world is keenly focused. In addition, we are encouraged by the Premier's commitment to enhance accessibility in beverage alcohol distribution through the work of Ed Clark and the Premier's Advisory Council on Government Assets. The Wine Council of Ontario has lobbied for many years on behalf of our members and Ontario consumers for changes to distributing and retailing wine in the Province, and change is coming.

Finally, I would like to thank all our 100 plus winery members for their support and commitment to our association. The issues that our winery members face on a daily basis are numerous and complex. The collective strength of our association has and will continue to effect positive change for our industry, our individual businesses, the thousands of people we employ and the land we green.

Cheers

Allan Schmidt Chair, Wine Council of Ontario



President's Message

Let me begin by expressing my gratitude and thanks to our Chair, Allan Schmidt, our Board of Directors, members and staff for their warm welcome to my new role. It is a great honour and pleasure to have joined the Wine Council of Ontario and I am dedicated to working diligently to meet the needs of our members, the Ontario wine consumer and the Ontario public. I would also like to extend my thanks to Sylvia Augaitis and the Wine Country Ontario team for their ongoing support as I transitioned into my new role.

Thanks to the tireless efforts of the WCO's membership, Ontario's VQA wine industry has seen significant gains over the past several decades – in the form of increased access to the LCBO, the ability to directly sell to licensees, relief from excise taxes; and most importantly, the recognition of Ontario 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 the WCO continues to work with the provincial government to realize more opportunities for consumers and our members while at the same time investing in our businesses and creating new jobs. To this end, I firmly believe that the government has a significant stake in our members' continued success. As partners with government, we need to take advantage of future opportunities and solve our competitive challenges together to continue to grow, invest, create jobs and remain competitive.

This firm belief is well founded. Ontario's wine and grape industry is an integral part of our province's economy, and makes significant contributions in rural Ontario in the agricultural and tourism sectors. We are growing quickly, but we need to create more opportunities for Ontarians to get access to our VQA wines. On this note, Ontario's Premier has challenged the agri-food industry to double its annual growth rate and create 120,000 jobs by the year 2020. The Premier has asked us to see ourselves as a major player in Ontario's economy and a driving force that has the support of the provincial government, and WCO members do see themselves this way. We know that to meet this challenge, we will have to leverage our many strengths to take advantage of opportunities at home and abroad.

Global competition, at home and around the world, challenges our future competitiveness. We need to make sure that as our competition innovates and evolves we also innovate and adapt to stay competitive. That is why having more rational and strategic regulatory oversight along with permanent programs are important tools to continue our positive growth. Moreover, our greatest challenge remains the inability of Ontario's distribution structures to keep up with the growth of the VQA industry – this is a lost opportunity. So we congratulate Premier Wynne and the Premier's Advisory Council on Government Assets for having the insight to address this significant issue of distribution and access.

Giving consumers more access to VQA wines is the most effective opportunity to remain competitive. We believe that Ontario's economic health is best served by the increased investment and job creation that will come with a robust and competitive VQA wine industry. We will continue to work collaboratively with the Ontario government to maintain and grow our success in this regard.

In closing, the opportunities that exist for Ontario, consumers, the government and the VQA industry, can be realized by working together. This will remain our core philosophy moving forward. Thank you again for the opportunity to work on your behalf. I look forward to getting to know the WCO's membership even better over the coming months.

Sincerely

Richard/Linley President, Wine Council of Ontario



"The WCO has been an important and supportive partner to our winery since we opened in 2011. The leadership and generosity from its directors, executive and staff has engaged consistently with our operations and team at all levels. The WCO's commitment to expanding and strengthening the domestic wine industry in Ontario is focused on the highest standards with VQA and excellent customer service."

- Mike McArthur, President of Burning Kiln Winery

Priority #1

I. Growing Opportunities for VQA Wine Sales

Our goals:

- continued collaboration with the Government of Ontario for opportunities to expand retail and other consumer access points for Ontario VQA wines
- Active engagement with current retail partners to align marketing goals and investments
- Advocate to reduce and modernize regulatory barriers that restrict access to Ontario ര് VOA wines
- ↔ Support nationally led inter-provincial and export initiatives

Building on the previous year's announcement of the province's renewed Grape & Wine Strategy, the WCO has been integral in ongoing discussions with the Government and industry partners. We are very pleased that many important programs in our industry have been consolidated under the Ministry of Agriculture, Food and Rural Affairs (OMAFRA), and that the enhanced funding is being delivered to the benefit of VQA wineries.

As Members know, our highest priority has been in advocating for additional, alternate retail channels which will increase VQA wine sales by complementing the existing format of the LCBO.

This is a key ask of the Government, one that is absolutely necessary to advance the ability of VQA wineries, small and medium businesses, to compete on an equal footing with large domestic and foreign wineries. We want to offer more choice and convenience to our consumers, and we know that additional retail opportunities will result in increased jobs (especially in rural Ontario) and tax revenues for Ontario.

In the spring of 2014, the AGCO began a two year pilot program that allowed the sale of VQA wine at Farmers' Markets across Ontario. We were extremely pleased, as the WCO has advocated for this for over 10 years; this is a sales channel that provides craft and small wineries with consumers away from their winery that were otherwise very difficult to serve. In the first year of the program, 77 wineries participated in 141 farmers' markets in Ontario, selling approximately \$1.2 million of VQA

wine. The WCO will continue to work with the AGCO to further improve the regulations and economics of selling VQA wine through this channel.

We also continue to advise and work with the AGCO on their major review of the regulations that govern Ontario's beverage alcohol sector. New regulations which simplify the licensing process and number of licenses required by wineries will be announced this year, as the first step towards modernizing the way Ontario wineries can do business.





Priority #2

WCO Leadership & Relationships

The Wine Council of Ontario continues to work closely with the government, Vintners Quality Alliance of Ontario, the LCBO, the Grape Growers of Ontario and the newly-formed Wine Marketing Association of Ontario among other industry partners to foster a supportive public policy climate and continue building the momentum of Ontario's wine industry.

Our goals:

↔ Continue to provide thought leadership for VQA wines in the province and be looked on as the voice of Ontario 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

We had a very successful 'Celebration of VQA Wine' industry day at Queen's Park on March 2, 2015. WCO members met with a number of MPPs including key Ministers Jeff Leal (Agriculture) and David Orazietti (Government and Consumer Services), as well as senior staff from the Ministry of Finance. Ten member wineries poured wine at the reception afterwards which was attended by many MPPs from all parties as well as senior government staff from many Ministries.

Recently, the Province announced a consultation process, the "Co-ordinated Land Use Planning Review". This process will review four key provincial land use plans which work together to manage growth, protect the natural environment and support economic development in the Niagara and GTA

regions (Growth Plan for the Greater Golden Horseshoe, the Niagara Escarpment Plan, the Oak Ridges Moraine Conservation Plan and the Greenbelt Plan). The WCO will be significantly involved in this review to ensure the interests of VQA wineries are preserved.



Industry Organization Memberships

Grapes for Processing Industry Advisory Committee Allan Schmidt (Processor Negotiating Agency) Ed Madronich (Processor Rep)

Ontario Grape and Wine Research Inc. Allan Schmidt (Board Member)

Niagara Grape and Wine Festival Allan Schmidt (Board Member)

VQA Marketing Committee

Tourism Partnership of Niagara

Regina Foisey

Paul Speck (Chair), Ed Madronich, Andrew Howard

Cuvée

i4c Magdalena Kaiser



Food and Beverage Ontario

Norm Beal (President & CEO, Board Member)

International Riesling Foundation Len Pennachetti (Board Member)

CCOVI Advisory Board

Allan Schmidt (Executive)

Insight Conference Committee Sue-Ann Staff

Magdalena Kaiser

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Priority #3

Membership Growth and Value

Our goals:

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

The WCO 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 2015, we have 101 winery members - the highest number ever! Our members are located throughout Ontario's three Designated Viticultural Areas and in the province's emerging regions: Ontario's South Coast (Simcoe and Port Dover), Stouffville and Southern Georgian Bay.

The WCO continues to enhance our educational tools to 'educate the educators' (for university and college students) and help train winery staff. Our course book, Wine Appellations of Ontario, and the sub-appellations map provide comprehensive details of the Ontario wine industry and what makes it a world-class wine growing region. An updated version of the course book will be printed this year.

The WCO communicates with its members on an ongoing basis through weekly newsletters communicating important notices from the government, LCBO and other industry updates and issues. Members also attend our quarterly Town Hall meetings for more in-depth updates and special presentations from various industry partners.



Weekly Member News through eblasts



New Members

We would like to highlight and welcome our new 2015 Wine Council of Ontario Members:

Emerging Regions

- ↔ Blueberry Hill Estates, St. Williams (Ontario South Coast)
- Gallucci Winery, Stouffville ര്
- Holland Marsh Wineries, Newmarket ര്

Niagara Escarpment & Twenty Valley

- ▲ Leaning Post Wines, Stoney Creek
- Redstone Winery, Beamsville ŵ
- Rennie Estate Winery, Beamsville ŵ

Niagara-on-the-Lake

Read Wines, Niagara-on-the-Lake

Prince Edward County

- Note: March Stone Winery, Hillier
- By Chadsey's Cairns Vineyard and Winery, Wellington ൿ
- A Hillier Creek Estates & Winery, Hillier
- ↔ Three Dog Winery, Picton





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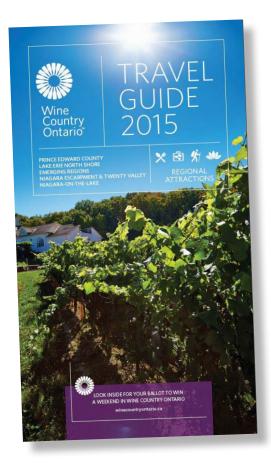
Priority #4

Excellence in Promoting Wine Country Ontario

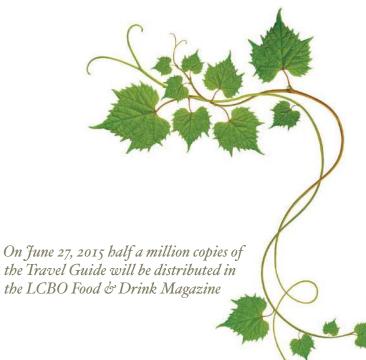
Our goals:

- ~ Deliver excellence and results to current and future government marketing partnerships
- ↔ Continuous measureable improvement in usage and performance of key Wine Council of Ontario 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

The WCO, through its new subsidiary organization, the Wine Marketing Association of Ontario (WMAO), supports the Wine Country Ontario industry marketing program. Promoting wine country includes production and distribution of the Wine Country Ontario Travel Guide and website, product placement and promotion with the LCBO, communication with wine fans through social media, monthly consumer newsletters and advertising campaigns connecting the wine country experience



to residents of and visitors to Ontario. Wine Country Ontario also includes a strong Public Relations program, integrating consumers with influencers such as domestic and international wine media, licensees and other key stakeholders.



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 ര് and WCO winery members
- Increase member participation in Sustainable Winemaking Ontario ര്
- ŝ 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 of Ontario continues to 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

Sustainable Winemaking remains a priority for the WCO, and this past year has been busy. Building on past research projects for Water and Wastewater Management, the WCO and BLOOM have been further exploring pilots and studies to identify challenges and explore solutions that work for Ontario wineries. Two key projects were conducted:

- ~ Identifying water security in Prince Edward County and encouraging the implementation of water meters on wells. We are also soliciting regional support for these initiatives, especially given the increasing number of wineries in the County.
- ↔ Creating a best practices and general information portal (www.waterandwine.ca) for Ontario wineries which gives wineries a one-stop site to easily find information, view best practices and ensure the solution is right for them.

Work continues to move the Sustainable Winemaking Ontario program from a voluntary program to a certification-based model. The 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 are embracing local and environmentally friendly products.

The WCO, together with the Grape Growers of Ontario (GGO), is committed to enhancing its environmental performance by introducing an auditable certification program to formally recognize the environmentally sustainable practices. Through funding from Growing Forward 2 (GF2), we were able to conduct a Market Research and Strategy Development study to identify the best path forward; the GGO has also accessed funds towards the education for wineries and growers as well as the training of auditors.

The Sustainability Certification Program, at present will continue to be voluntary, but all growers and wineries are encouraged to participate in the program and find benefit in the marketing support and promotion in development. With increasing consumer demand for certified sustainable products, this program provides an opportunity for Ontario's growers, wineries and wines to compete in an evergrowing market.



Wine Council of Ontario Trade Supplier Members

Law

The Wine Council of Ontario's Trade Supplier Membership is now in its second year. This program aims to benefit WCO members and local businesses as it helps connect wineries with suppliers that offer a variety of services that are beneficial to the wine industry. 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 2014-2015 Trade Supplier Members

Accounting Services / Banking

BMO Bank of Montreal www.bmo.com

Mayeski Mathers LLP www.mayeskimathers.com

Durward Jones Barkwell & Company LLP www.djb.com

Business Consulting

Crafting Wines www.craftingwines.com

Event Planning / Trade Shows /LCBO In-Store Tastings

Epernay Tasting & Promotional Co.Ltd. www.theepernaycompany.com

YOUR Designated Driver www.yourdd.ca

Financial Services / Insurance

Benson Kearley IFG www.bensonkearleyifg.com

Hunter, Wilson & Kelly Ltd. www.hwkinsurance.ca

Signature Risk www.signaturerisk.com

Industrial Services / Supplies

Abell Pest Control www.abellpestcontrol.com

Perley-Robertson, Hill & McDougall LLP/s.r.l. www.perlaw.ca

Sullivan Mahoney LLP www.sullivanmahoney.com

Manufacturing / Production / Packaging Supplies

A.O. Wilson www.aowilson.ca

Braemar Building Systems Ltd. www.braemarbuildings.com

Claymore Design and Construction www.claymoredc.com

Hamill Machine Company Inc. www.hamillmachine.ca

Jane's Packaging Inc. www.janespackaging.com

Lakeview Equipment www.lakeviewvineyardequipment.com

Performance Mercedes-Benz www.performancemercedes.com

Salbro Bottle Inc. www.salbrobottle.com

Saxco Canada www.saxco.com

WP Warehousing Inc. www.wpwarehousing.com

Printing / Design / Office Supplies

Brock Office Automation www.brockoa.com

Minuteman Press www. minutemanpress.ca

The Printing House www.tph.ca

Promotional Products Distributor

Imagewear www.imagewear.ca

Retail Supplies

Rosehill Wine Cellars Inc. www.rosehillwinecellars.com

"Thanks for putting our picture in the newsletter. A local winery saw the image and contacted us to install a barrel system in their cellar. The Trade Supplier membership is a great opportunity for us."

- Bob Benner, Hamill Machine

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Wine Council of Ontario Board of Directors

June 2014 - 2015

Allan Schmidt, Chair Vineland Estates Winery

Len Pennachetti, Vice Chair Cave Spring Cellars

Norm Beal, Treasurer Peninsula Ridge Estates Winery

Caroline Granger, Governance Chair The Grange of Prince Edward

Jeff Aubry, Secretary Covote's Run Estate Winery

Curtis Fielding Fielding Estate Winery

Paul Speck Henry of Pelham Family Estate Ed Madronich Flat Rock Cellars

Walter Schmoranz Pelee Island Winery

Jamie Slingerland Pillitteri Estates Winery

Dan Sullivan Rosehall Run

Newman Smith Strewn Winery

Sue-Ann Staff Sue-Ann Staff Estate Winery

Nicolette Novak The Good Earth Vineyard & Winery



Wine Council of Ontario Committees

Green Committee

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

Marketing & Tourism Committee

Paul Speck, Chair Doug Beatty, DeeDee Cowan, Caroline Granger, Donna Everitt, Jennifer Hart, Andrea Kaiser, Jeff Letvenuk, Matt Loney, Darryl MacMillan, AJ McLaughlin, Nicolette Novak, Jansin Ozkur, Tom Pennachetti, Krystina Roman

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

30+Years Reif Estate Winery 33 years, since 1982

Vineland Estates Winery 32 years, since 1983 Pelee Island Winery 31 years, since 1984

25+ Years

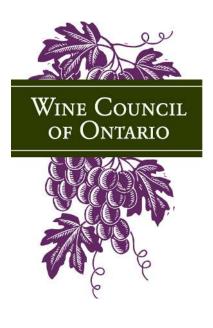
Cave Spring Cellars 🔊 29 years, since 1986 Henry of Pelham Family Estate 37 years, since 1988 Konzelmann Estate Winery 🔊 27 years, since 1988

20+ Years

Marynissen Estates 📣 24 years, since 1991 Small Talk Vineyards 🔊 24 years, since 1991 Southbrook Vineyards 🔊 24 years, since 1991 Joseph's Estate Wines 🔊 23 years, since 1992 Pillitteri Estates Winery 🔊 22 years, since 1993 Sunnybrook Farm Estate Winery 🔊 22 years, since 1993

15+ Years

Hernder Estate Wines 🔊 19 years, since 1996 Strewn Winery 🔊 18 years, since 1997 Creekside Estate Winery 🔊 16 years, since 1999 Royal DeMaria Wines 🔊 16 years, since 1999 Crown Bench Estates 🔊 15 years, since 2000 Harbour Estates Winery 🔊 15 years, since 2000 Malivoire Wine Company 🔊 15 years, since 2000 Peninsula Ridge Estates Winery 🔊 15 years, since 2000



Wine Council of Ontario

4890 Victoria Avenue North P.O. Box 4000 Vineland Station, Ontario LOR 2E0

Phone: 905.562.8070 Fax: 905.562.1993

info@winecouncilofontario.ca

www.winecouncilofontario.ca



winecouncilofontario



@WineCouncilOnt

WINE COUNCIL OF ONTARIO SUPPORTS AND IS INVOLVED WITH:

