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ANNUAL REPORT Year Ending March 31, 2019



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# Members of the Ontario Craft Wineries

#### Niagara-on-the-Lake

Between the Lines Estate Winery Big Head Wines Caroline Cellars Limited Colaneri Estate Winery Frogpond Farm Hare Wine Co. (The) Hinterbrook Estate Winery Ice House Winery (The) Joseph's Estate Wines Konzelmann Estate Winery Lailey Winery Limited Lundy Manor Winery Marynissen Estates Winery Niagara College Teaching Winery Palatine Hills Estate Winery Pondview Estate Winery Queenston Mile Vineyard Rancourt Winery Ravine Vineyard Estate Winery Reif Estate Winery Reimer Vineyards Riverview Cellars Winery Southbrook Vineyards Stratus Vineyards Strewn Winery Sunnybrook Farm Estate Winery Two Sisters Vineyards

#### Niagara Escarpment and Twenty Valley

13th Street Winery 16 Mile Cellar 2027 Cellars Angels Gate Winery Bachelder Wines Back 10 Cellars Calamus Estate Winery Cave Spring Cellars **Cloudsley Cellars** Cornerstone Estate Winery Creekside Estate Winery Di Profio Estate Wines Inc. Domaine Queylus Featherstone Estate Winery Fielding Estate Winery Flat Rock Cellars Foreign Affair Winery (The) Good Earth Vineyard & Winery (The) GreenLane Estate Winery Harbour Estates Winery Henry of Pelham Family Estate Winery Hernder Estate Wines

Hidden Bench Vineyards & Winery Kacaba Vineyards Leaning Post Wines London Born Wine Co. Malivoire Wine Company Mountain Road Wine Company Organized Crime Winery Pearl Morissette Estate Winery Peninsula Ridge Estate Winery Puddicombe Estate Farm Winery Redstone Winery Inc. Rennie Estate Winery Ridgepoint Wines Inc. Rockway Vineyards Rosewood Estates Winery Royal DeMaria Wines Company Ltd. Stoney Ridge Estate Winery Sue-Ann Staff Estate Winery Tawse Winery Vieni Estates Inc. Vineland Estates Winery Westcott Vineyards

#### Prince Edward County

Black Prince Winery Broken Stone Winery By Chadsey's Winery & Vineyard Casa-Dea Winery Closson Chase Vineyards Grange of Prince Edward Vineyards & Winery Harwood Estate Vineyards Hillier Creek Estates Hinterland Wine Company Lacey Estates Winery Rosehall Run Sandbanks Estate Winery Sugarbush Vineyards Three Dog Winery Trail Estate Winery Waupoos Estates Winery

Lake Erie North Shore Colchester Ridge Estate Winery Mastronardi Estate Winery Muscedere Vineyards Oxley Estate Winery Pelee Island Winery Inc. Sprucewood Shores Estate Winery

#### **Emerging Regions**

Burning Kiln Winery Coffin Ridge Boutique Winery Dark Horse Estate Winery Gallucci Winery Inc. Generations Wine Company Georgian Hills Vineyards Inc. Willow Springs Winery Windrush Estate Winery

### Ontario Craft Wineries Board of Directors

June 2018 – 2019

**Len Pennachetti, Chair** Cave Spring Cellars

**Caroline Granger, Governance Chair / Treasurer** Grange of Prince EdwardVineyards & Winery

**Curtis Fielding** Fielding Estate Winery

**Stephen Gash** Malivoire Wine Co.

Andrea Kaiser Reif Estate Winery

**Ed Madronich** Flat Rock Cellars

Derek Saunders Calamus Estate Winery Carolyn Hurst, Vice Chair Westcott Vineyards

Allan Schmidt Vineland Estates Winery

Walter Schmoranz Pelee Island Winery

Paul Speck Henry of Pelham Family Estate Winery

**Sue-Ann Staff** Sue-Ann Staff Estate Winery

Dan Sullivan Rosehall Run

Murray Wilson Oxley Estate Winery

OCW thanks Derek Saunders for his many years serving as a director of the association. We wish him all of the very best as he begins his retirement. It's been great working with you!

# Ontario Craft Wineries Staff

- Richard Linley, President
- Alison Oppenlaender, Projects & Communications Manager
- Kris Smith, Director of Finance

# New OCW Members for 2019

- Angels Gate
- Cloudsley Cellars
- Queenston Mile Vineyard
- Windrush Estate Winery

# Greetings from the Honourable Ernie Hardeman



I am pleased to introduce this year's Ontario Craft Wineries Annual Report. As Ontario's Minister of Agriculture, Food and Rural Affairs, I am particularly proud of the province's wine industry's incredible growth in recent years and its significant contributions to so many of our rural communities.

I appreciate that Ontario Craft Wineries is always striving to move Ontario's renowned wine sector forward. And as you're working hard to achieve greater success, our government is behind you. We're striving to create an environment in Ontario where agi-food businesses can thrive and prosper – where Ontario is truly open for business.

Ontario Craft Wineries is doing great work alongside partners including the Grape Growers of Ontario and others to provide a strong voice for the industry. VQA wine sales in Ontario have grown

at a remarkable pace in recent years thanks in large part to your hard work and dedication.

The province's wine industry impacts so many key parts of our economy, from manufacturing to tourism, and your work contributes significantly to the province's economy. Expanding this value chain – not just in the wine industry, but across our entire agri-food sector – will lead to greater prosperity in Ontario.

I look forward to continuing to work with you to help strengthen the sector in the years ahead.

Sincerely,

Ernie Hardeman Minister of Agriculture, Food and Rural Affairs

# Chairman's Message

This past year marks my second full year as Chair for the Ontario Craft Wineries (OCW), and it has been an eventful year for the organization. We welcomed a new government, and collaborated with industry partners, the Grape Growers of Ontario (GGO) and the Winery & Grower Alliance of Ontario (WGAO) for alignment on our ask to government for betterment of the Ontario VQA wine industry and our members.

With the new Conservative Government, the appointment of Ken Hughes, Special Advisor for Alcohol Review, and the changing landscape for retailing alcohol beverages in Ontario, OCW worked closely with our winery members and leveraged our network of connections. This also provided OCW with the opportunity to keep our members informed of our policy priorities and ensured that our membership continues to be aligned with our message to government.



As I have stated many times during the course of this last year, the Ford government's initiative to restructure the regulatory framework that governs all of our businesses represents a generational opportunity for meaningful reform that can and should unlock the long unrealized potential of our industry. It is my fervent hope and belief that this process will finally unshackle our industry from the legacy of Prohibition that has held us back for almost a century.

One highlight I would like to address is that the organization that has been advocating on behalf of Ontario's VQA wineries as the Wine Council of Ontario for more than 40 years, rebranded in the fall to the Ontario Craft Wineries. This rebrand is a way to position our membership as small and medium sized family-owned businesses, as well as emphasizing the local craft sector in Ontario. The organization has received positive feedback from policy makers on the rebrand, especially as we continue to work alongside our craft industry partners in the beer, cider and spirits sectors.

Another accomplishment that I am proud of is the hard work the Ontario Craft Wine Conference Committee put into building another successful event for the wine industry. This day continues to prove itself as an informative conference for the wine industry, and with close to 400 attendees, this event will continue to grow as the most important educational opportunity available to anyone connected to the Ontario wine industry.

I would also like to extend a warm welcome to our new winery members that have joined our association this year. Building on our 100-member wineries from last year, I am encouraged by our strong association with its increased member representation and greater geographic balance as we continue to advocate for the Ontario VQA wine industry at all levels of government across the province.

In closing, I look forward to working on your behalf as we seek greater opportunities for Ontario VQA wines. On behalf of the OCW Board of Directors, thank you to our members for being a part of the Ontario Craft Wineries, and for your time and dedication at our various members' meetings. Also, thank you to our Board of Directors who volunteer and work diligently to ensure our members' needs are met throughout the year. Last but not least, I'd like to personally thank our dedicated staff, Richard Linley and Alison Oppenlaender, for their unfailing hard work during the past year, which presented unprecedented challenges, especially with regard to the Ontario government's beverage alcohol review. Through our collective actions and work we are meeting the objectives of our small and impactful organization. Let us continue to work together to achieve lasting and meaningful results this coming year.

Len Pennachetti Chair, Ontario Craft Wineries

# President's Message

The ground beneath our feet has begun to shift, which is why the theme of this year's Ontario Craft Wine Conference was *Changing Landscapes in the Wine Industry*. With a change in provincial government – after more than a decade of Liberal rule - and the introduction of legalized cannabis, the Ontario wine industry is being forced to adapt to sudden and very real change. This past year the Ford administration named Ken Hughes to the newly created role of Special Advisor for the Beverage Alcohol Review. Hughes has been asked to provide advice to the Ontario Minister of Finance on how the government can modernize Ontario's beverage alcohol system to give consumers more choice and convenience, while giving businesses more opportunities. This has created uncertain yet exciting times for the wine industry as Ontario's alcohol distribution begins to evolve and becomes more competitive. There is also great opportunity in such change. New retail access has



the potential to have a direct positive impact on the future of Ontario VQA wineries, leading to increased sales, growth and job creation in our industry. However, the government needs to address tax fairness between all craft sectors. Permanent tax relief and the related business certainty would allow our industry to continue to invest and grow in the province while better competing on the world stage.

The good news is that Ken Hughes has wasted no time in his deliberations while ensuring his recommendations are executed in a thoughtful and careful manner. Hughes' first report entitled, "The Case for Change: Increasing Choice and Expanding Opportunity in Ontario's Alcohol Sector", was released in May of 2019. A key recommendation from the report is to "Continue to consult with Ontario winemakers and grape growers to determine how Ontario's wine industry will be best supported in an expanded retail environment in a manner that respects international trade obligations." OCW is pleased that Hughes continues to recommend creating a modern beverage alcohol policy environment that will benefit consumers while listening to the needs of our industry. On this note, OCW will continue to actively participate in the government's consultation process to ensure the policy initiatives being considered are a success for our industry and generate numerous benefits for the people of Ontario. The current reform process is a once-in-a-generation opportunity to create a 21st century retail environment that will unleash the potential of our industry. That is why the first report from Hughes is a step in the right direction and we look forward to continuing to work with the Ford administration and other like-minded organizations to ensure consumers and small businesses alike benefit from these potential reforms. Coupled with the current government's general "open for business" policy outlook, we are confident that future reforms will ensure the long-term success of Ontario's VQA wine sector.

As another year comes to an end, I would like to take this opportunity to extend my gratitude and appreciation to our dedicated Chair, Len Pennachetti, Board of Directors and staff, who play an instrumental role in the successful operation of the organization. We look forward to another year of supporting our members' priorities through strategic partnership and authoritative trusted advocacy.

Sincerely,

Ríchard Linley President, Ontario Craft Wineries

# Ontario Craft Wineries Year in Review

### Wine Council of Ontario Rebrands to Ontario Craft Wineries

In the fall of 2018, the Wine Council of Ontario rebranded to the Ontario Craft Wineries (OCW). The name change and new logo reflects a modern and professional appearance, and emphasizes our representation of the independent local craft wine sector in Ontario. It reflects independently owned family-run businesses, including farmers, winemakers and businesspeople, that we represent to media, government and all stakeholders, and demonstrates our members ongoing commitment to excellence, professionalism and future growth. Additionally, aligning ourselves with the other Ontario craft beverage sectors makes strategic sense and provides a united front on a public affairs level. It also came at the ideal time as OCW began to work with the new Ontario government to address our industry's challenges now and in the future.



### State of the Ontario Wine Industry

The Ontario VQA wine industry has made steady progress in the last decade, with strong growth and increased consumer demand for Ontario VQA wines. However, this past year has shown slower growth with sales softening across the wine category. While the fourth quarter of 2018-19 did not accurately compare to the fourth quarter of the previous year, due to the calendar shift, the colder and rainier weather has impacted wine sales. This is further compounded by the advent of cannabis sales and changing population demographics. As an industry, we must continue to work together and support the ongoing marketing efforts of the Wine Marketing Association of Ontario to help drive sales and reach new customers.

VQA Wine Sales in Ontario	FY2019	% Growth Over FY2018
	LCBO, WRS and Licensee to March 31, 2019	
Value (net of HST) (\$000)		
LCBO - Wines and Vintages	\$162,295	0.3%
Direct Sales to Licensees	\$62,723	-0.4%
WRS - Onsite & Offsite	\$148,841	3.8%
Total	\$373,860	1.6%
Volume (ooo L)		
LCBO - Wines and Vintages	9,233.5	-0.8%
Direct Sales to Licensees	4,196.7	-0.6%
WRS - Onsite & Offsite	6,336.0	2.1%
Total	19,766.2	0.1%
Value per L (net of HST)	\$18.91	1.5%

The fourth annual industry report (2018) conducted by VQA Ontario and Deloitte on behalf of the Ontario wine and grape industry was released earlier this year. It provides a rich overview of the state of the industry based on a comprehensive study of active wineries and grape growers. Similar to previous years, wineries were asked to rank the top five challenges impacting their business. Rising input, labour, land costs and gross margins on sales through the LCBO, as well as government regulation and cost of compliance were the most frequently selected business challenges across all winery segments and their respondents. These reports will continue to help inform our policy discussions with government and support the continued success of the industry.

Source: LCBO Quarterly Scorecard Summary, Fourth Quarter, 2018-19

# **Government Meetings**

The OCW continues to regularly meet with members of the Ontario government, the LCBO and industry partners to ensure continuous dialogue on the priorities of our membership. The OCW identified the following policy priorities this past year:

### Permanent Tax Credit for VQA Wine Sales

The VQA Support Program would be more effective in leveraging investment and supporting growth if it were a permanent tax credit program. Only in Ontario are domestic wine producers asked to compete under the same markup structure as imports. The precedent for a provincial tax credit already exists and would best be accomplished with a tax structure similar to the one for Ontario's craft brewers. The Taxation Act, 2007, included a refundable corporate tax credit for small beer manufacturers. Manufacturers qualify if they meet certain criteria, including limits on beer production. This type of tax structure would better support economic growth and job creation in our sector, particularly for small and medium sized wineries. It would provide timely relief and unlike the previous VQA Support Program, new entrants would not reduce the relief to current market participants. The tax change would also allow the shedding of an "industry support program" in favour of a tax credit designed to increase government revenues, harness productivity and improve competitiveness.

### Eliminate the Basic Tax of 6.1% at Onsite Winery Retail Stores

Tourism is very important across all winery sizes and the Ministry of Finance's Basic Wine Tax is a major burden on the family farm and agri-tourism. The previous government increased the tax from 2% to 6.1% despite ongoing profitability challenges in the Ontario wine industry. The annual Ontario Wine and Grape Industry Performance Study, prepared by Deloitte, shows the ongoing challenges faced by our members, which can be largely attributed to rising input costs and the current taxation structure faced by local wineries. In Ontario, no other business has a 6.1% tax on top of the other sales taxes the government collects, including new cannabis retailers who launched their private storefronts in early 2019 and now serve as direct competitors to wine. This priority will remain at the forefront of our discussions with government.



Over the past year, the OCW met with the following government partners:

- Honourable Doug Ford, Premier of Ontario
- Honourable Victor Fedeli, Minister of Finance
- Ken Hughes, Special Advisor for Alcohol Review
- George Soleas, President & CEO, LCBO
- Jean Major, Chief Executive Officer, Alcohol & Gaming Commission of Ontario
- Honourable Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs
- Honoruable Sylvia Jones, former Minister of Tourism
- Honourable Monte McNaughton, Minister of Infrastructure
- Honourable Todd Smith, Minister of Economic Development, Job Creation and Trade, Government House Leader
- MPP Sam Oosterhoff, Member, Standing Committee on the Legislative Assembly, Parliamentary Assistant to the Minister of Education
- MPP Rick Nicholls, Member, Standing Committee on Government Agencies, Deputy Speaker, Chair of the Committee of the Whole House
- MPP Lindsey Park, Parliamentary Assistant to the Attorney General
- MPP Randy Pettapiece, Parliamentary Assistant to the Minister of Agriculture, Food and Rural Affairs
- MPP Mike Schreiner, Member, Standing Committee on General Government
- Deputy Minister Greg Orencsak, Ministry of Finance
- Deputy Minister Giles Gherson, Red Tape and Regulatory Burden Reduction, Cabinet Office
- Deputy Minister Greg Meredith, Ministry of Agriculture, Food and Rural Affairs
- Deputy Minister Hillary Hartley, Ministry of Government and Consumer Services

OCW met and actively worked alongside the following groups this past year:

- Grape Growers of Ontario
- Winery & Grower Alliance of Ontario
- VQA Ontario
- Ontario Craft Brewers
  - Ontario Craft Cider Association
- Ontario Craft Distillers Association
  Ontario Chamber of Commerce
- Canadian Federation of Independent Business
- Regional, municipal and local governments
- OCW's meetings with Ministers and MPPs took place throughout the year as well as during our annual industry day at the Ontario Legislature, which was held at Queen's Park on Tuesday, September 25th, 2018. Our Queen's Park day is critical to educating government officials on the Ontario wine industry and the priorities of our membership. During the day, OCW members met with government and opposition MPPs as well as Deputy Ministers and their staff to ensure they were informed on our membership's policy priorities. The day also included our annual craft industry reception co-hosted with the Ontario Craft Brewers, the Ontario Craft Cider Association and the Ontario Craft Distillers Association. Working with Ontario's craft producers has allowed us to demonstrate a united front to government on shared priorities for the craft alcohol sector and our respective members. The industry day will be held again later this year.

# Ontario Craft Wine Conference & Trade Show

Building on the success of last year's conference, the OCW hosted the second annual Ontario Craft Wine Conference & Trade Show on Wednesday, May 1st, 2019 at the Beanfield Centre in Toronto. This educational conference is for the wine industry to connect with each other, learn from top industry representatives from across North America and conduct business with suppliers. The theme of the conference, *Changing Landscapes in the Wine Industry*, was reflected in each breakout session, as well as in the industry update and keynote address. The day consisted of 13 breakout sessions, a keynote presentation led by Melissa Burr, winemaker at Stoller Family Estate in Oregon, as well as a state of the industry address provided by MNP LLP based on the release of the 2018 Ontario Wine and Grape Industry Performance Study, along with a panel discussion facilitated by OCW board members. The Ontario Craft Wine Conference continues to be directed by a volunteer committee of winery representatives from across Ontario's wine regions to assist in the planning and preparation of the event. This year, OCW welcomed close to 400 attendees to the Ontario Craft Wine Conference & Trade Show. OCW hopes to keep building on the success of this year's event, and will continue to create an informative day that is educational and topical to the Ontario wine industry.



### **OCW Webinar Series**

In 2018, OCW launched an online webinar series as an opportunity to educate and inform wineries on relevant industry topics. This past year, OCW hosted webinars that ranged from marketing, to working with the LCBO, to new legislation regarding changing laws for Ontario business owners. OCW works with outside businesses who are leaders in these topics to present these educational webinars to our members followed by a Q&A. This series is a value-add to our membership, and wineries are encouraged to participate in the webinars and propose new topics and speakers for consideration.

# Sustainable Winemaking Ontario Certified

The Sustainable Winemaking Ontario (SWO) Certified continues to be a voluntary program for all Ontario wineries that produce Ontario VQA wines. To date, 13 Ontario VQA wineries are certified as part of the SWO Certified program. New this year, OCW worked with an agency to develop a logo for consumers to identify Ontario VQA wines that have travelled a sustainable path throughout the winemaking process. Wineries have the ability to display the new logo on their wine labels, their websites and their communication materials. The new logo supports OCW's public awareness activities with the SWO Certified program and is included online and in print as part of Wine Country Ontario's Travel Guide. Over the next year, new materials about the SWO Certified program will be displayed by SWO Certified winery participants, highlighting their commitment to the SWO Certified program. Creating greater consumer awareness about this program will encourage higher winery participation, and will continue to educate wine consumers on the sustainable practices.





### OCW Trade Membership

OCW's Trade Membership program continues to be a valuable addition to the organization, as it aims to benefit OCW members and local businesses by connecting wineries with suppliers that offer products and services to the wine industry. Trade members range from business services, manufacturers, to warehousing providers, and more. Trade members are highlighted in OCW's weekly newsletter and on our social media channels, as well, many trade members participate as exhibitors at the annual Ontario Craft Wine Conference. Winery members are encouraged to take advantage of the offerings presented by our trade members, and become acquainted with these businesses, as they are companies that want to work with and support our industry.

### 2019 Ontario Craft Wineries Trade Members

#### Business Consulting

Ag Energy Co-Operative Ltd www.agenergy.coop

CE Safety www.cesafety.com

DJB Chartered Professional

Accountants www.djb.com

Ernst & Young www.ey.com

Last Call Analytics www.lastcallanalytics.com

MNP LLP www.mnp.ca

#### Event Planning

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

#### Financial Services

Beverage Protect Powered by BKIFG www.beverageprotect.com

Signature Risk www.signaturerisk.com

#### Industrial Services / Supplies

Abell Pest Control www.abellpestcontrol.com Law

Sullivan Mahoney LLP www.sullivanmahoney.com

#### Manufacturing

A.O. Wilson www.aowilson.ca

Claymore Design & Construction www.claymoredc.com

Enereau Systems Group www.enereau.com

Jane's Packaging Inc. www.janespackaging.com

Jenrey Ltd. www.jenrey.ca

Lakeview Vineyard Equipment www.lakeviewvineyardequipment.com

Saxco International www.saxco.com Printing / Design / Office Supplies

Artcraft Label Inc. www.artcraftlabel.ca

ASL Print FX Ltd. www.aslprintfx.com

Minuteman Press www.st-catharines10.minutemanpress.ca

The Printing House www.tph.ca

Zenan Glass www.zenan.ca

#### **Retail Supplies**

Rosehill Wine Cellars www.rosehillwinecellars.com

#### Warehousing & Logistics

TIMAX www.timax.com

WP Warehousing www.wpwarehousing.com/site/home

# The Ontario Craft Wineries would like to acknowledge our long standing members:

### 30+ Years

Reif Estate Winery • 37 years, since 1982 Vineland Estates Winery • 36 years, since 1983 Pelee Island Winery • 35 years, since 1984 Cave Spring Cellars • 33 years, since 1986 Stoney Ridge Estate Winery • 32 years, since 1987 Henry of Pelham Family Estate • 31 years, since 1988 Konzelmann Estate Winery • 31 years, since 1988

#### 25+ Years

Marynissen Estates • 28 years, since 1991 Southbrook Vineyards • 28 years, since 1991 Joseph's Estate Wines • 27 years, since 1992 Sunnybrook Farm Estate Winery • 26 years, since 1993

#### 20+ Years

Hernder Estate Wine \* 23 years, since 1996 Strewn Winery \* 22 years, since 1997 Creekside Estate Winery \* 20 years, since 1999 Royal DeMaria Wines \* 20 years, since 1999

### 15+ Years

Kacaba Vineyards & Winery • 19 years, since 2000 Harbour Estates Winery • 19 years, since 2000 Malivoire Wine Company • 19 years, since 2000 Peninsula Ridge Estates Winery • 19 years, since 2000 Puddicombe Estate Farms, Wines & Cider • 18 years, since 2001 Lailey Winery • 17 years, since 2002 Riverview Cellars Estate Winery • 17 years, since 2002 Rockway Vineyards • 17 years, since 2002 Caroline Cellars • 16 years, since 2003 Grange of Prince Edward Vineyards & Winery • 16 years, since 2003 Niagara College Teaching Winery • 16 years, since 2003 Palatine Hills Estate Winery • 16 years, since 2003 Waupoos Estates Winery • 16 years, since 2003







### ONTARIO CRAFT WINERIES

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Pictures for the report sourced from Burning Kiln, Stratus Vineyards and Rosehall Run