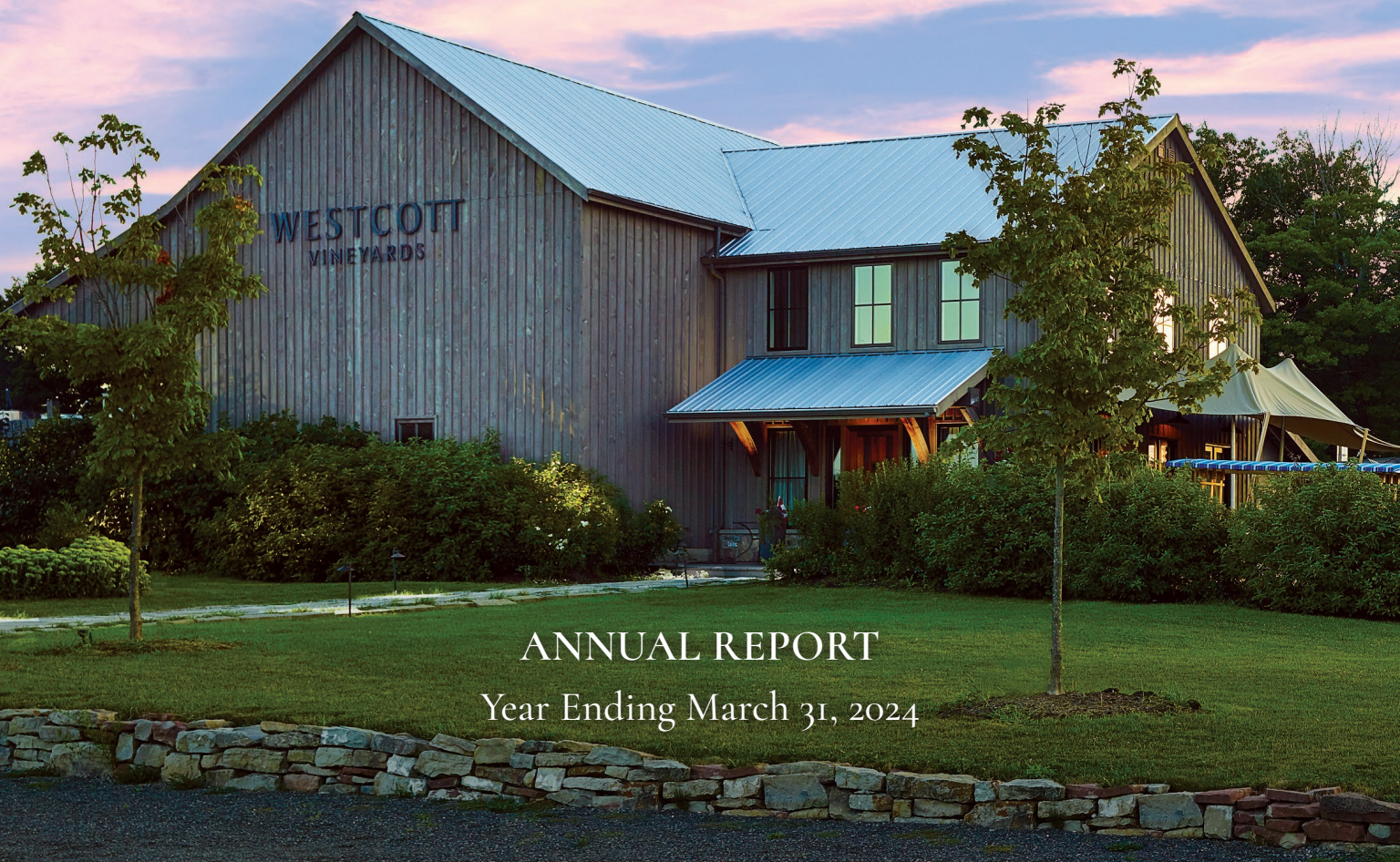


Celebrating 50 Years



ONTARIO
CRAFT
WINERIES



ANNUAL REPORT

Year Ending March 31, 2024

Table of Contents

| | |
|---|---------------------|
| <i>Ontario Craft Wineries Members</i> | <i> Page 3</i> |
| <i>Ontario Craft Wineries Board & Staff</i> | <i> Page 4</i> |
| <i>Ontario Craft Wineries Committees</i> | <i> Page 5</i> |
| <i>Messages from Ontario Craft Wineries Chair & President</i> | <i> Page 6-7</i> |
| <i>Moving to Wines of Ontario</i> | <i> Page 8</i> |
| <i>Ontario Craft Wineries Year in Review</i> | <i> Page 9</i> |
| <i>Government Advocacy</i> | <i> Page 10-11</i> |
| <i>Ontario Craft Wine Conference</i> | <i> Page 12</i> |
| <i>Sustainable Winegrowing Ontario Certified</i> | <i> Page 13</i> |
| <i>Ontario Craft Wineries Trade Members</i> | <i> Page 14</i> |
| <i>Ontario Craft Wineries Long Standing Members</i> | <i> Page 15</i> |



Members of the Ontario Craft Wineries

Niagara-on-the-Lake

Bella Terra Vineyards
Between the Lines Estate Winery
Big Head Wines
Caroline Cellars Ltd.
Colaneri Estate Winery
De Simone Vineyards
Ferox by Fabian Reis
Five Rows Craft Winery
Frogpond Farm
Hinterbrook Estate Winery
Icellars Estate Winery
Konzelmann Estate Winery
Lailey Winery Ltd.
Lundy Manor Winery
Marynissen Estates Winery
Niagara College Teaching Winery

Palatine Hills Estate Winery
Ravine Vineyard Estate Winery
Reif Estate Winery Inc.
Reimer Vineyards
Riverview Cellars Winery
Southbrook Vineyards
Stratus Vineyards Ltd.
Strewn Winery
Sunnybrook Farm Estate Winery
The Hare Wine Co.
Two Sisters Vineyards

Niagara Escarpment

13th Street Winery
16 Mile Cellar
2027 Cellars
Bachelder
Calamus Estate Winery
Cave Spring Vineyard
Cloudsley Cellars
Cornerstone Estate Winery
Dobbin Estates
Domaine Queylus
Featherstone Estate Winery
Fielding Estate Winery
Flat Rock Cellars
Good Earth Vineyard & Winery, The
GreenLane Estate Winery
Harbour Estates Winery
Henry of Pelham Family Estate Winery
Hernder Estate Wines
Hidden Bench Estate Winery
Kacaba Vineyards
King's Court Estate Winery Ltd.
Leaning Post Wines
London Born Wine Company
Malivoire Wine Company
Niagara Custom Crush Studios

180 Estate Winery
Organized Crime Winery
Peninsula Ridge Estate Winery
Puddicombe Estate Farm Winery
Redstone Winery Inc.
Rennie Estate Winery
Ridgepoint Wines Inc.
Rockway Vineyards
Sons & Daughter Winery
Sue-Ann Staff Estate Winery
Tawse Winery
The Foreign Affair Winery
Therianthropy Inc.
Urban Tractor Farm
Vieni Estates Inc.
Villa Romana Estate Winery
Vineland Estates Winery
Watchful Eye Winery
Wending Home
Westcott Vineyards

Prince Edward County

Black Prince Winery
Broken Stone Winery
Closson Chase Vineyards
Exultet Estates Inc.
Harwood Estate Vineyards
Hillier Creek Estates
Hinterland Wine Company
Huff Estates Winery
Lacey Estates Winery
Last House Vineyard
Morandin Wines
Rosehall Run Vineyards
Sugarbush Vineyards
The Grange of Prince Edward
Waupoos Estates Winery

Lake Erie North Shore

Colchester Ridge Estate Winery
Dancing Swallows Vineyard
Mastronardi Estate Winery
Muscedere Vineyards
Oxley Estate Winery
Peelee Island Winery Inc.
Sprucewood Shores Estate Winery
Vivace Estate Winery

Emerging Regions

Alton Family Farms
Burning Kiln Winery
Coffin Ridge Boutique Winery
Dark Horse Estate Winery
Front Road Cellars
Gallucci Winery Inc.
Generations Wine Company Ltd.
Georgian Hills Vineyards Inc.
Hessenland Inn and Schatz Winery
KIN Vineyards
Potter Settlement Artisan Winery
Quai Du Vin Estate Winery
Shale Ridge Estate Winery & Cidery
The Creemore Hills Winery
The Roost Wine Co.
Willow Springs Winery Ltd.
Windrush Estate Winery, LP

Ontario Craft Wineries Board of Directors

June 2023-2024

Carolyn Hurst, Chair
Westcott Vineyards

Allan Schmidt, Director
Vineland Estates Winery

Paul Speck, Director
Henry of Pelham Family Estate Winery

Daniel Lafleur, Director
Tawse Winery

Harald Thiel, Director
Hidden Bench Estate Winery

Erin MacInnis, Director
Closson Chase Vineyards

Ed Madronich, Director
Flat Rock Cellars

Dan Sullivan, Vice-Chair
Rosehall Run Vineyards

Ilya Senchuk, Director
Leaning Post Wines

Steve Mitchell, Director
Sprucewood Shores Estate Winery

Suzanne Janke, Director
Stratus Vineyards

Faik Turkmen, Director
Lailey Winery

Len Pennachetti, Director
Cave Spring Vineyard

Thank you to our OCW Board of Directors for your commitment and dedication to Ontario's wine and grape industry. OCW Board of Directors meet monthly to review Ontario Craft Wineries' operational performance to ensure the longevity and prosperity of the organization and its member wineries.

Ontario Craft Wineries Staff



Richard Linley
President



Anna Murre
Director of Finance



Helena McKinney
Program Lead

New OCW Members for 2024/2025

- ◆ Comisso Estate Winery
- ◆ Garage Wine Co.
- ◆ Karlo Estates
- ◆ Kirby Estate Winery
- ◆ Redtail Vineyards

Ontario Craft Wineries Committees

The OCW is thankful to our members who volunteer on committees to help plan and produce programming that benefits the entire Ontario wine and grape industry.

OCW Executive Committee

Carolyn Hurst,
Chair/Chair of Governance
Westcott Vineyards
Dan Sullivan, Vice-Chair
Rosehall Run Vineyards

Suzanne Janke, Secretary
Stratus Vineyards
Steve Mitchell, Treasurer
Sprucewood Shores Estate Winery

Paul Speck
Henry of Pelham Family Estate Winery
Len Pennachetti
Cave Spring Vineyard (Ex-Officio)

Nominating Committee

Len Pennachetti, Chair
Cave Spring Vineyard (Ex-Officio)
Daniel Lafleur
Tawse Winery

Steve Mitchell
Sprucewood Shores Estate Winery
Harald Thiel
Hidden Bench Estate Winery

Erin MacInnis
Closson Chase Vineyards

VQA Marketing Committee

Ed Madronich, Co-Chair
Flat Rock Cellars
Steve Mitchell
Sprucewood Shores Estate Winery

Suzanne Janke
Stratus Vineyards
Paul Speck
Henry of Pelham Family Estate Winery

Tom Pennachetti
Cave Spring Vineyard

Ontario Craft Wine Conference Committee

Ilya Senchuk, Chair
Leaning Post Wines
Ed Madronich
Flat Rock Cellars

J.J. Syer
Rosehall Run Vineyards
Suzanne Janke
Stratus Vineyards

Amanda Vranckx
Front Road Cellars
Chris Colaneri
Colaneri Estate Winery

Aaron Dobbin
Wine Growers Ontario
Marcel Morgenstern
Bella Terra Vineyards

Charles Neufeld
Palatine Hills Estate Winery

Sustainable Winegrowing Ontario Committee

Andrea Kaiser, Chair
Reif Estate Winery
Benjamin Whitty
13th Street Winery
Dave Hooper
Cave Spring Vineyard
JL Groux
Stratus Vineyards
Shiraz Mottiar
Malivoire Wine Company
Kirstyn Mayers
Closson Chase Vineyards
Matt Speck
Henry of Pelham Family Estate Winery

Keara White
Grape Growers of Ontario
Debbie Zimmerman
Grape Growers of Ontario
Erwin Wiens
Grape Growers of Ontario
Laurie MacDonald
Ontario Wine Appellation Authority
Peter Harris
Ontario Wine Appellation Authority
Dean Foerter
Wine Marketing Association of Ontario

Audit Committee

Steve Mitchell, Chair
Sprucewood Shores Estate Winery
Carolyn Hurst
Westcott Vineyards
Faik Turkmen
Lailey Winery
Harald Thiel
Hidden Bench Estate Winery

Chair's Message

The past year was not without its challenges. Not only for growing grapes, but there were also many changes in general market trends with declines in wine consumption. As an industry, we also saw a decrease in visitors to our wine regions this year as consumers have been feeling the economic pinch. While we continue to explore new ways to influence Ontario consumers to buy more Ontario VQA wines, we need to get more exposure of Ontario wineries and their products to Ontario consumers. We are making world renowned, award winning wines. From the National Wine Awards to the Decanter World Wine Awards, the list of awards continues to grow for Ontario's outstanding VQA wines.



Much of my and the board's time this year was spent in consultation with all levels of government. In particular, our provincial government has proposed some of the most sweeping policy changes since the end of prohibition and more change is coming. Throughout our discussions with government, our focus has been how to ensure that Ontario VQA wines are well positioned for profitable growth in every channel of the new retail landscape. Our board also focused this year on the economic sustainability of our members' business, which has delivered a number of accomplishments this past year, including:

- ◆ Elimination of the 6.1% Wine Basic Tax
- ◆ Extension of the Winery Agri-Tourism Economic Relief Grant
- ◆ Extension of the VQA Wine Support Program for 5 years
- ◆ Extension of the Wine Marketing Fund for 5 years
- ◆ Extension of the Wine Sector Support Program for 3 years
- ◆ Commitment by the LCBO to promote and sell more Ontario VQA wines

Our dedicated member committees have also been busy this year. Thank you to Ilya Senchuk and the Craft Wine Conference Committee on delivering an exceptional conference this year. Also thank you to Andrea Kaiser and the Sustainable Winegrowing Ontario Committee for leading our sustainability efforts and achieving record participation in our certification program. OCW also remains a co-owner of the Wine Marketing Association of Ontario where winery members have been working diligently to ensure that our members benefit from the industry's new marketing campaign. Thank you to Allan Schmidt, Ed Madronich, Suzanne Janke, Tom Pennachetti and Steve Mitchell for their contributions. Finally, I would like to extend a thank you to my fellow board members for their continued dedication to the OCW as well as our elected representatives: regional mayors, councillors, MPs, MPPs, including Sam Oosterhoff, Wayne Gates, Todd Smith and Anthony Leardi. On this note, a very special thank you to Peter Bethlenfalvy, the Minister of Finance, Lisa Thompson, the Minister of Rural Affairs, and Doug Ford, Premier of Ontario, and all their respective policy teams for their unwavering support of our industry.

I wish all our winery members a successful year ahead,

Carolyn Hurst
Chair, Ontario Craft Wineries

President's Message

I am pleased to present the Ontario Craft Wineries' (OCW) 2023-2024 Annual Report. This year marks our 50th year as an organization. And what a year it has been! The past year has brought us closer to our north star, which is a regulatory environment that is compatible with all winery business models and creates the market conditions for our members, grape growers, retailers and consumers to each achieve successful outcomes.



While mother nature generally left our industry intact, yielding a normal crop size, the year saw softening sales as competition continued to intensify from other alcohol categories. At the same time, we are very proud of our advocacy accomplishments over the past year, which have resulted in stable and pro-growth government programs and policies to ensure our industry reaches its growth potential. Apart from being transformative, the new supports will help grow our local wine regions while creating and protecting jobs in our sector for years to come. The Ontario government also announced this past year the largest retail expansion since the end of prohibition almost 100 years ago. The OCW Board has been an active and diligent participant in these discussions. The proverb "little by little, a little becomes a lot" speaks to how our winery members have persevered and pressed for changes to how wine is ultimately sold and taxed in the province. With the potential for thousands of new distribution points, these changes will not only put consumers first, but, we trust, will make it easier to find and purchase 100% Ontario VQA wines in the province. We are also pleased to see the government end the Master Framework Agreement, which has long stunted innovation and business growth for smaller producers. In addition, the LCBO has been directed to promote and prioritize Ontario-made products by providing more and enhanced programs, promotions and strategies to help local producers grow Ontario product sales. The LCBO partnership remains a critical one for our industry's future.

Overall, our members should be very proud of our advocacy accomplishments this year and we owe much of it to our devoted winery members who have long articulated a strong mission and clear plan for achieving our goals. A special thanks to our Chair, Carolyn Hurst, our Board of Directors, our OCW staff, Anna Murre and Helena McKinney, the WMAO team, LCBO retail and head office, government officials as well as our industry partners for their collaborative approach. I would also like to extend a special thanks to our elected representatives for their commitment to our members' policy priorities at all levels of government. Importantly, thank you to our winery members for their continued confidence in the OCW. Collectively, we have made great strides in the past year. Here's to many more years of success together!

Cheers,

A handwritten signature in black ink, which appears to read "Richard Linley". The signature is fluid and cursive, written on a white background.

Richard Linley
President, Ontario Craft Wineries

Moving to Wines of Ontario

This year marked the beginning of a “refresh” on our current industry marketing campaign, with a new brand identity at its core. The new brand identity and refresh has 3 key elements. First, we have replaced our two brands with one parent brand while repositioning VQA as a “badge” and “seal of approval”. Secondly, we have adopted and refreshed our Wine Country Ontario marketing assets. Thirdly, we have included a strap line on select communications to make VQA’s primary meaning clear e.g. *Look for the VQA symbol. It is your assurance of 100% locally-grown grapes.* Going forward, all wines will be referred to as Ontario VQA wines through our industry’s many marketing platforms and communication channels.

In addition to the brand refresh, the marketing team has launched a new Ontario VQA campaign entitled ‘Pleasure to meet you’ under the banner of “Wines of Ontario”. For those finding their way in the world of wine, the new campaign empowers our customers’ wine journey by helping them find the wine, wine region, and winery that fits them best - their style, their taste, their moment. The goal is to show our industry’s personality, challenge our customers in a friendly way, lead on cool climate varietals, personalize the experience and, of course, welcome everyone! Congratulations to our marketing team on the new campaign.

Pleasure to meet you.

It's a **pleasure to meet you** because this business is an absolute joy for us. We put our hearts and souls into it everyday and we want to share that with you.

It's a **pleasure to meet you** because it really is about you—your tastes, your style, your moment. We are all on our own journey, and our purpose is to empower it. And we promise to do that in a way that is simple, and dare we say it, yes, fun.

It's a **pleasure to meet you** because you might think you know us. But like you, we've evolved. We're not just keeping up. We're leading—with wines that are friendly for the palate, plate and planet too. From Niagara to Prince Edward County to Lake Erie North Shore, and everywhere in between, interesting things are happening here—and folks around the world are starting to take notice.

It's a **pleasure to meet you** because we're just getting started. We will push ourselves to innovate the wine and the experience around it to make everyone, regardless of what they know about wine, or where they're from, or who they love, feel welcome and included under our tent.

Because it just feels like the Ontario thing to do.

Wines of Ontario

winesofontario.ca





Wines of Ontario

Pleasure to meet you.

Meet Your Match with an Ontario VQA Wine

Take the Quiz

Are you a person looking for a wine? Are you a wine looking for a person? Take our quick and fun [somewhat] scientific quiz to get matched with one of 10 eligible Ontario wines.
Pro Tip: Don't think too much and go with your gut!

LET'S GET STARTED











Look for the VQA seal.
Your assurance of 100% locally-grown grapes.



Ontario Craft Wineries Year in Review

State of the Ontario VQA Wine Industry

The past year saw Ontario VQA wines decrease -4.2% by value and -8.0% by volume through all channels in fiscal year 2024 over 2023. High interest rates, rising unemployment and low consumer confidence resulted in constrained discretionary spending as well as recessionary-like conditions. Inflation and economic concerns saw customers seek value products. Impacts were also felt as a result of the short crop as well as reduced LCBO promotional effectiveness. All of these factors contributed to moderation in alcohol consumption, resulting in weak beverage alcohol volume growth and slower than normal wine sales.

| VQA Wine Sales in Ontario | FY2024 | % Growth Over FY2023 |
|--|-----------|----------------------|
| LCBO, WRS, & Licensee to Mar. 31, 2024 | | |
| Value (net of HST) (\$000) | | |
| LCBO & Grocery - Wines and Vintages | \$158,552 | -6.1% |
| Direct Sales to Licensees | \$58,368 | 1.8% |
| WRS - Onsite & Offsite | \$158,161 | -4.4% |
| Total | \$375,080 | -4.2% |
| Volume (000 L) | | |
| LCBO & Grocery - Wines and Vintages | 8,550.3 | -9.5% |
| Direct Sales to Licensees | 3,666.8 | -1.0% |
| WRS - Onsite & Offsite | 6,096.2 | -9.9% |
| Total | 18,313 | -8.0% |
| Value per L (net of HST) | \$20.48 | 4.2% |

Source: LCBO Quarterly Scorecard Summary, Fourth Quarter, 2023-24

Shifts in Consumer Preferences

Shifts in consumer preferences, generational influences, and other changing priorities continue to change Ontario's wine consumption landscape. Statistics Canada tells us there are now more millennials than baby boomers in the country, ending a 65-year reign of the post Second World War generation as the largest population cohort. This signals the changing influence as the "spending baton" is passed from Boomers to Millennials. The latter now hold considerable spending power. Canadians and Ontarians alike are navigating a complex array of economic challenges. Economic factors such as inflation continue to rank as a top concern for consumers. Undoubtedly, this is impacting overall spending confidence. There is also a growing awareness of concern about climate change and environmental issues. All these factors - compounded together - are reshaping how consumers drink and what they are seeking from brands. These macro factors continue to have positive and negative bearings on the industry.

So, how can we get the new generation excited about Ontario VQA wines? We must consider creative ways to engage and attract new generation consumers to wine, especially Gen Z and young millennials. We need to think about expanding wine consumption occasions and formats that are more convenient and suitable for casual, on-the-go consumption, such as single-serve bottles or cans. And, we need to look at incorporating sustainability, ethics and environmental responsibility into our marketing messages in order to resonate with growing "Environmental, Social and Governance" priorities among consumers. Highlighting efforts around our environmental footprint are key to connecting local wines to conscious consumption priorities. Lastly, it is critical that we continue to collaborate with the LCBO, other retailers and the team at the Wine Marketing Association of Ontario to support the marketing and sales growth of Ontario VQA wines.

The Ontario Grape and Wine Industry Performance Study

The ninth annual Ontario Grape and Wine Industry Performance Study (2023) conducted by the Ontario Ministry of Agriculture, Food and Agribusiness was administered earlier this year. Mandatory participation in the questionnaire is part of the performance reporting requirements of the Province's Wine and Grape Strategy. In previous years it was administered by the Ontario Wine Appellation Authority and conducted by Deloitte.

This year's study provides an extensive overview of the state of the industry based on a comprehensive study of active Ontario wineries (119 respondents). Similar to previous years, wineries were asked to rank the top five challenges impacting their business. Level of taxation on sales, government regulation and cost of compliance, gross margins on LCBO sales, access to viable retail markets and foreign competition were the top challenges identified by wineries in the 2023 winery benchmarking survey. The performance study continues to help inform our industry's policy discussions with all levels of government.

Government Advocacy

In December 2023, the Ontario government announced that beginning no later than January 1, 2026, consumers will be able to buy beer, wine, cider, coolers, seltzers, and other low-alcohol ready-to-drink beverages at all participating convenience, grocery and big box stores across the province. This new, more open marketplace will introduce up to 8,500 new stores where these products can be purchased; the largest expansion of consumer choice and convenience since the end of prohibition almost 100 years ago.

The announcement also included supports for local beverage alcohol producers, including our own wine and grape industry. The OCW Board of Directors strongly advocated for 3 main objectives, first, eliminating the 6.1% Basic Wine Tax charged on VQA/100% Ontario grown wines, a punitive tax measure imposed only on Ontario wineries that sell their own wine from their cellar doors. Two, we requested that the Ontario government align our industry supports with the Quality Enhancement Program in British Columbia to help fuel new investments in marketing, labour, capital, and grape purchases; not to mention help improve overall VQA market share at the LCBO. And, third, we encouraged the Ministries of Finance and Agriculture to reconvene the past wine and grape sector table in order to strengthen the collaboration between the government and our sector.

The good news is that the OCW and industry partners were successful in securing all three requests and the government recognized what we have long said: wine regions are catalysts for economic growth. Every dollar spent on wine grown in Ontario is a dollar that goes back into the economic growth of Ontario, through agricultural jobs, small business growth and agri-tourism. The expectation is that the government's plan will put us back on track for not only sustaining, but growing our agricultural businesses for generations. Thanks to our advocacy, the government also announced that it will be extending dedicated shelf space requirements across all new retailers for craft producers to provide opportunities for small wineries to compete.

Moving forward, the OCW Board will remain focused on how to restructure the current VQA Wine Support Program payment schedule, to ensure payments are timelier, more predictable and keep up with the capital intensive and competitive landscape of our sector. A longstanding challenge with the current program has been the retroactive nature of the grant payments. The grant lags behind LCBO promotional expenditures required by Ontario wineries. The newly reestablished wine and grape sector table offers a unique opportunity to fix these red tape challenges and ensure the program remains relevant to the needs of a competitive,

sustainable and productive wine and grape industry. Our proposed program changes would also help grow the sale of Ontario VQA wines at the LCBO, a key program objective, as well as in the new marketplace. Over the coming months, the OCW will meet with the Ontario government on additional areas of the future marketplace including licensing, wholesale pricing and taxes, mark-ups and fees. We will also engage with the government on a broader review of taxes on local wine with the aim of promoting a more competitive marketplace for Ontario VQA wineries.



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

- ◆ Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food
- ◆ MP Chris Bittle, St. Catharines
- ◆ MP Vance Badawey, Niagara Centre
- ◆ Honourable Doug Ford, Premier of Ontario
- ◆ Honourable Peter Bethlenfalvy, Minister of Finance
- ◆ Honourable Rob Flack, Minister of Agriculture, Food and Agribusiness
- ◆ Honourable Lisa Thompson, Minister of Rural Affairs
- ◆ Honourable Graydon Smith, Minister of Natural Resources
- ◆ Honourable Stan Cho, Minister of Tourism, Culture and Gaming
- ◆ Honourable Neil Lumsden, Minister of Sport
- ◆ Honourable Todd Smith, Minister of Energy
- ◆ Honourable Sam Oosterhoff, Associate Minister of Energy-Intensive Industries
- ◆ Honourable Trevor Jones, Associate Minister of Emergency Preparedness and Response
- ◆ MPP Ernie Hardeman, Chair, Standing Committee on Finance and Economic Affairs
- ◆ MPP John Fraser, Ottawa South
- ◆ MPP Wayne Gates, Niagara Falls
- ◆ MPP Jennifer Stevens, St. Catharines
- ◆ MPP Jeff Burch, Niagara Centre
- ◆ MPP Mike Schreiner, Guelph

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

- ◆ Drinks Ontario
- ◆ Essex Pelee Island Coast Wine Country
- ◆ Farm Fresh Ontario
- ◆ Food and Beverage Ontario
- ◆ Grape Growers of Ontario
- ◆ Greater Niagara Chamber of Commerce
- ◆ Ontario Chamber of Commerce
- ◆ Ontario Craft Brewers
- ◆ Ontario Craft Cider Association
- ◆ Ontario Craft Distillers Association
- ◆ Ontario Wine Appellation Authority
- ◆ Québec Wine Council
- ◆ Prince Edward County Winegrowers Association
- ◆ Sustainable Winegrowing British Columbia
- ◆ Tourism Industry Association of Ontario
- ◆ Wine Marketing Association of Ontario
- ◆ Wine Growers Canada
- ◆ Wine Growers Nova Scotia
- ◆ Wine Growers Ontario
- ◆ Regional, Municipal and Local Governments



Ontario Craft Wine Conference & Trade Show



The sixth annual Ontario Craft Wine Conference & Trade Show (OCWC24) took place in person at the Niagara Falls Convention Centre on Tuesday, April 23, 2024. The conference brought together Ontario's VQA wine and grape industry leaders and professionals for a full day of education, networking, and business building.

OCWC24 welcomed over 500 attendees under the theme, "Roots to Resilience", drawing close to 90 wineries from across Ontario. Winery representatives attended from all areas of the business, including owners, winemakers, growers, senior management, sales, and retail. The conference also welcomed business partners, government officials, industry stakeholders and wine enthusiasts.

We are very proud of the agenda we built for this year's conference. There were 12 outstanding educational sessions, featuring over 30 local, national, and international speakers on everything from sustainability to marketing to operations, educational tasting sessions and viticulture. The sessions were enlightening, the speakers engaging and thought provoking, leading to valuable takeaways beneficial for winery businesses. Our keynote speakers Almudena Alberca, Mike Veseth and Elaine Chukan Brown provided fascinating insights into the global state of the industry, international wine trends and tangible business advice on how wineries of all sizes can succeed and diversify in the future. OCWC24 also held the only wine industry trade exhibition of its kind in Ontario and featured 60 exhibitors from all types of businesses and supplier industries.

A special thank you goes out to the planning committee who attended our biweekly meetings and put together our amazing sessions: J.J. Syer, Suzanne Janke, Charles Neufeld, Amanda Vranckx, Chris Colaneri, Marcel Morgenstern and Aaron Dobbin. Our behind the scenes team also included OCW staff Helena McKinney, Anna Murre, Richard Linley and our event planners, Jenny and Christine Mulkins from Boost Events. Thanks also to the staff at the Wine Marketing Association of Ontario who helped facilitate ongoing logistics. Lastly, the conference was made possible by the generous support of 15 sponsors and industry trade partners. Their continued support of the OCWC is greatly appreciated.

Thank you to all of you, our winery members, trade partners and the industry for supporting this important gathering. We look forward to seeing everyone in person at OCWC25.

Respectfully,

A handwritten signature in black ink that reads "Ilya Senchuk".

Ilya Senchuk | Committee Chair, 2024 Ontario Craft Wine Conference & Trade Show



Sustainable Winegrowing Ontario Certified

It has been another exciting year for the Sustainable Winegrowing Ontario (SWO) program, which certifies and audits wineries and vineyards in sustainable practices. The program exists to ensure that the land we farm, the communities we live in, and our businesses remain healthy and viable for future generations.

This past year again saw record participation, as many Ontario winemakers and grape growers chose to take their environmentally-friendly practices one step further by participating in the program. In the 2023/2024 program year, there were 37 wineries and 91 vineyards who were certified. This bodes well in supporting our mission, to cultivate awareness, commitment, and leadership in sustainable winegrowing practices in Ontario. Each year it also takes us one step closer to our vision for all of Ontario's VQA wineries and vineyards to be SWO Certified by 2030.

We also continue to work with Sustainable Winegrowing BC, and now also Quebec and Nova Scotia, on a joint application to the federal AgriAssurance fund. If successful, the funding would facilitate greater integration of industry sustainability assurance systems, create efficiencies and coordinate programming nationally. It would also advance best management practices between provincial wine regions while boosting consumer confidence in our programs across the country.

Our good work also continues in communicating to consumers and spreading the word about SWO Certification and what it means through our dedicated SWO Certified website, quarterly newsletter and regular posts on Facebook, LinkedIn and Instagram. We also enjoyed some great media coverage over the past year with articles in Hamilton City Magazine and ELLE Gourmet. We continue to work with the Wine Marketing Association of Ontario, Culinary Tourism Alliance and LCBO to highlight our wineries' sustainable practices through collective marketing initiatives and ongoing promotional activities.

It has been an honour and absolute pleasure to work with the Committee to advance the program over the past year and I am most appreciative for the opportunity to serve as Chair of the SWO program.

Sincerely,



Andrea Kaiser | Committee Chair, Sustainable Winegrowing Ontario Certified



2023-2024 Sustainable Winegrowing Ontario Certified wineries:

- | | | |
|--|---|--|
| ◆ Andrew Peller Ltd. – Andres Wines Ltd. | ◆ Henry of Pelham Family Estate Winery | ◆ Pillitteri Estate Winery |
| ◆ Arterra Wines Canada | ◆ Hidden Bench Estate Winery | ◆ Pondview Estate Winery Ltd. (O/A Bella Terra Vineyards) |
| ◆ Cave Spring Vineyard | ◆ Megalomaniac Wines | ◆ Reif Estate Winery |
| ◆ Chateau Des Charmes Wines Ltd. | ◆ Icellars Estate Winery Inc. | ◆ Riverview Cellars Estate Winery |
| ◆ Closson Chase Vineyards | ◆ Inniskillin Wines Inc. | ◆ Rosehall Run Vineyards |
| ◆ Colio Estate Wines Inc. | ◆ Jackson Triggs Winery | ◆ Southbrook Vineyards |
| ◆ Creekside Estate Winery (Includes Queenston Mile) | ◆ Leaning Post Wines Inc. | ◆ Stratus Vineyards Ltd. |
| ◆ De Simone Vineyards | ◆ Malivoire Wine Company | ◆ Strewn Winery |
| ◆ Exultet Estates Inc. | ◆ Niagara College Teaching Winery | ◆ The Foreign Affair Winery |
| ◆ Featherstone Estate Winery | ◆ Oxley Estate Winery | ◆ 13th Street Winery |
| ◆ Ferox Estate Winery | ◆ Palatine Hills Estate Winery | ◆ Vineland Estate Winery |
| ◆ Flat Rock Cellars | ◆ Pelee Island Winery & Pavilion | ◆ Westcott Vineyards |

OCW Trade Membership

OCW's Trade Membership program continues to be a valuable addition to the OCW, as it aims to benefit OCW members and local businesses by connecting wineries with suppliers that offer products and services to the wine and grape industry. Trade members range from business consulting services, financial services, insurance, law, manufacturing, printing and promotional services, retail suppliers, warehousing and logistics and software companies. Winery members are encouraged to take advantage of the offerings presented by our OCW trade membership. Thank you to our trade members for their continued support.

2023 Ontario Craft Wineries Trade Members

Business Consulting

Bevalytics Business Consulting

www.bevalytics.com

DJB Human Resources

Advisory

www.djb.com

Last Call Analytics

www.lastcallanalytics.com

LeftTurn Strategy

www.leftturnstrategy.com

Lithica Wine Marketing

www.lithica.wine

MNP

www.mnp.ca

Signature Risk Partners

www.signaturerisk.com

Spirits Wine Information

Group Inc. (SWIG)

www.spiritswineinfo.com

Vintrace

www.vintrace.com

Educational Services

The Independent Wine

Education Guild

www.iweg.org

Financial Services

Desjardins Business Agriculture

www.desjardins.com/agricultural

Empyrean Merchant Services Inc.

www.empyreanms.com

Notch Financial

www.notch.financial

Industrial Services

PaxNatura Limited

www.pax-nat.com

Insurance & Health Benefits

Beverage Protect Powered

by BKIFG

www.beverageprotect.com

Edgewater Financial Group Inc.

www.kefsi.com

Erion Insurance Brokers

www.erioninsurance.com

Law

Cases and Cases

www.casesandcases.ca

Sullivan Mahoney

www.sullivanmahoney.com

Manufacturing

A.O. Wilson

www.aowilson.ca

Claymore Designs &

Construction

www.instagram.com/claymore.dc

Jane's Packaging Inc.

www.janespackaging.com

Lakeview Vineyard Equipment

www.lakeviewvineyardequipment.com

Prospero Equipment Corp.

www.prosperequipment.com

Ripley Stainless Inc.

www.ripleystainless.com

Printing & Promotional Services

Artcraft Label Inc.

www.artcraftlabel.ca

ASL Print FX Ltd.

www.aslprintfx.com

Eye Candy Design

www.eyecandydesign.ca

Minuteman Press

www.minuteman.com/ca/locations/on/st-catharines

The Printing House

www.tph.ca

Retail Supplies

Rosehill Wine Cellars

www.rosehillwinecellars.com

Zenan Glass

www.zenan.ca

Shipping, Warehousing & Logistics

Fil Delivery

www.fildelivery.com

GLS Logistics Systems

Canada Ltd.

www.gls-canada.com

Timax Inc.

www.timax.com

Other

Abell Pest Control

www.abellpestcontrol.com

Nurture Growth

Biofertilizer Inc.

www.nurturegrowthbio.com

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

40+ Years

Reif Estate Winery ♦ 42, since 1982
Peelee Island Winery ♦ 40, since 1984

30+ Years

Cave Spring Vineyard ♦ 38 years, since 1986
Stoney Ridge Estate Winery ♦ 37 years, since 1987
Henry of Pelham Family Estate Winery ♦
36 years, since 1988
Konzelmann Estate Winery ♦ 36 years, since 1988
Marynissen Estates Winery ♦ 33 years, since 1991
Southbrook Vineyards ♦ 33 years, since 1991
Sunnybrook Farm Estate Winery ♦ 31 years, since 1993

25+ Years

Hernder Estate Wines ♦ 28 years, since 1996
Strewn Winery ♦ 27 years, since 1997
Royal DeMaria Wines Company Ltd. ♦
25 years, since 1999

20+ Years

Kacaba Vineyards ♦ 24 years, since 2000
Harbour Estates Winery ♦ 24 years, since 2000
Malivoire Wine Company ♦ 24 years, since 2000
Puddicombe Estate Winery ♦ 23 years, since 2001
Lailey Winery ♦ 22 years, since 2002
Riverview Cellars Winery ♦ 22 years, since 2002
Rockway Vineyards ♦ 22 years, since 2002
Caroline Cellars ♦ 21 years, since 2003

20+ Years continued

Grange of Prince Edward Vineyard & Winery ♦
21 years, since 2003
Niagara College Teaching Winery ♦ 21 years, since 2003
Palatine Hills Estate Winery ♦ 21 years, since 2003
Waupoos Estates Winery ♦ 21 years, since 2003
Flat Rock Cellars ♦ 20 years, since 2004
Ridgepoint Wines ♦ 20 years, since 2004
Stratus Vineyards ♦ 20 years, since 2004
Willow Springs Winery ♦ 20 years, since 2004

15+ Years

13th Street Winery ♦ 19 years, since 2005
Fielding Estate Winery ♦ 19 years, since 2005
Huff Estates Winery ♦ 19 years, since 2005
Colchester Ridge Estate Winery ♦ 18 years, since 2006
Frogpond Farm Organic Winery ♦ 18 years, since 2006
Mastronardi Estate Winery ♦ 18 years, since 2006
Tawse Winery ♦ 18 years, since 2006
Sprucewood Shores Estate Winery ♦ 17 years, since 2007
Muscedere Vineyards ♦ 17 years, since 2007
Rosehall Run Vineyards ♦ 17 years, since 2007
Hidden Bench Estate Winery ♦
17 years, since 2007
Black Prince Winery ♦ 17 years, since 2007
Featherstone Estate Winery ♦ 15 years, since 2008
Cornerstone Estate Winery ♦ 15 years, since 2008



We acknowledge that our wineries and vineyards are on the territories of the: The Anishinabewaki, Attiwoonderon, Haudenosaunee, Mississauga and Mississaugas of the Credit First Nation land, Ojibwe, the Odawa, and the Potawatomi People. As a guest of this land, we thank Indigenous Peoples for caring and protecting the lands and waters we use to work and live. In the spirit of peace, friendship and respect to all Indigenous Peoples, we will continue to honour this place we call home.



ONTARIO
CRAFT
WINERIES

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Images for the OCW Annual Report were provided by Westcott Vineyards and the Wine Marketing Association of Ontario. Thank you for the support!