

*Celebrating 51 Years*



ONTARIO  
CRAFT  
WINERIES

ANNUAL REPORT

Year Ending March 31, 2025

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## President's Message

An odd thing happened to me on the morning of October 7, 2024. I woke up excited to start my new job with Ontario Craft Wineries, but as I was making my way out the door, something wasn't right. My shoes no longer fit – they suddenly felt very small. I tried on another pair, and they were far too tight as well. I quickly learned that this was happening because I suddenly needed to fill some very big shoes. Those belonging to my predecessor, Richard Linley.

I've spent the last eight months working to adjust to this new shoe size and what a journey it's been.

Having known Richard for several years, I wasn't surprised to learn that OCW members described him as determined, thoughtful, honest, gently persuasive, and above all, a friend to many. I could fill a whole page with Richard's contributions but will simply thank him for his decade of leadership within Ontario's wine sector. On behalf of all members, I can safely say that the industry is in a better place because of his hard work.

For my part, I'm delighted to be working with OCW. I was born and raised in Niagara and so this feels a bit like coming full circle. At that time, there were only a handful of wineries. And now, one of my favourite parts of this job is getting to learn about all of the wineries that I wasn't aware of, as well as meeting the wonderful people from within them. There are so many treasures out there and I hope to discover each of them.

My background is diverse. I've worked in political roles within the provincial government; in the private sector for Canada's largest energy distribution company; for a public sector pension plan; for consulting firms; and, most recently for a large industry association with 45,000 members. As a result, I thoroughly understand government function and decision making. To round this out, I've also always been deeply involved with stakeholder relations, communications, media relations and policy development.

Using my unique skill set, I've worked hard since arriving to represent our members' needs and concerns in all facets of their operations, always putting a spotlight on the ongoing need for a regulatory and public policy framework that supports the growth of Ontario's VQA wine industry and attracts new capital into the sector.

I'm proud of the many wins that we've already achieved together, and I look forward to continuing down this path.



A handwritten signature in black ink that reads "M Wasylyshen".

Michelle Wasylyshen President & CEO  
Ontario Craft Wineries

## Chair's Message

As my time as the Chair of the Board of OCW ends, I want to express my deepest gratitude for the incredible opportunity over these past five years. It has been a truly rewarding experience and I am immensely proud of what we have achieved together.

In 2020 we conducted a Strategic Review and developed a 5 Year Plan to ensure that Ontario VQA wines were well positioned for profitable growth. Although we anticipated change in the retail environment and government regulations, the Ontario government went even further with an extremely ambitious modernization of the beverage alcohol industry.

Changing consumer trends and recent tariff battles have added to the challenges and opportunities during the past several months for our members, but our strategic plan had us prepared to engage in meaningful ways with government throughout.

In 2024/25, we ensured the implementation of the previous year's programs.

- Elimination of the 6.1% Wine Basic Tax.
- Extension and uncapping of the VQA Support Program for 5 years.
- Commitment by the LCBO to promote and sell more Ontario VQA wines.

For 2025/26, we built on these major successes of 2024 and added significant wins for our members:

- Expansion of the VQA Support Program to include winery farmgate sales (a major win for ALL OCW members) as well as icewine and sales at convenience stores.
- The directive to the LCBO by the Minister of Finance to increase support for small and local producers.
- A new VQA product call to replace US wines at the LCBO when these products were removed from store shelves in response to tariffs.
- A number of wins at the LCBO including expanded P4 (Canada Day) VQA offerings and promotions, and an expanded P7 to include VQA in Vintages, along with a focus on new small producer offerings.

In this past year we also bid a fond farewell to Richard Linley and are delighted to welcome our new President and CEO, Michelle Wasylyshen. Along with our staff, Anna and Helena, their passion and expertise has been invaluable.

Our dedicated member committees have also been busy. Our Conference Committee delivered an exceptional conference this year. Our VMC continues to represent OCW with the Wine Marketing Association of Ontario. And, our newly created Membership Committee grew our membership to record levels.

There is much work still to be done as we continue to fight for a level playing field for the VQA wineries. The structural industry challenges with GGO, WMAO and WGO, as identified in 2020 as part of our Strategic Review, remain unchanged and should be a focus of the organization as we move forward. The continuing changes inside the LCBO as importer, wholesaler and retailer, the expansion of retail channels and the removal of interprovincial trade barriers, will provide opportunities and challenges for our members and will be the on-going focus of our advocacy.

In closing, I would like to extend a note of recognition to our elected representatives at all levels of government and to our partners at the LCBO for their unwavering support of our industry. Thank you also to each of my fellow Board members for your dedication, hard work, and steadfast commitment to our shared vision for growth of VQA wines. I am especially grateful for the support, wisdom, and guidance I have received from Past Chair, Len Pennachetti. I am confident that the new leadership will continue to steer our organization in a positive direction.



A handwritten signature in black ink, appearing to read 'Carolyn Hurst'.

Carolyn Hurst  
Chair, Ontario Craft Wineries

## Board of Directors

June 2024-2025

**Carolyn Hurst, Chair**

Westcott Vineyards

**Allan Schmidt**

Vineland Estates Winery

**Dan Sullivan**

Rosehall Run Vineyards

**Paul Speck**

Henry of Pelham Family Estate Winery

**Harald Thiel**

Hidden Bench Estate Winery

**Daniel Lafleur**

Tawse Winery

**Erin MacInnis**

Closson Chase Vineyards

**Norm Beal, Vice-Chair**

Peninsula Ridge Estate Winery

**Ilya Senchuk**

Leaning Post Wines

**Steve Mitchell**

Sprucewood Shores Estate Winery

**Suzanne Janke**

Stratus Vineyards

**Faik Turkmen**

Lailey Winery

**Len Pennachetti**

Cave Spring Vineyard

**Ed Madronich**

Flat Rock Cellars

*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



**Michelle Wasylyshen**  
President & CEO



**Anna Murre**  
Director of Finance



**Helena McKinney**  
Executive Assistant & Program Lead

## Committees & Committee Reports

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.

### Executive Committee

**Carolyn Hurst, Chair**  
Westcott Vineyards

**Len Pennachetti**  
Cave Spring Vineyard (Ex-Officio)

**Norm Beal**  
Peninsula Ridge Estate Winery

**Suzanne Janke, Secretary**  
Stratus Vineyards

**Paul Speck**  
Henry of Pelham Estate Winery

**Steve Mitchell, Treasurer**  
Sprucewood Shores Estate Winery

**Dan Sullivan**  
Rosehall Run Vineyards

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### VQA Marketing Committee

**Ed Madronich, Co-Chair**  
Flat Rock Cellars

**Paul Speck**  
Henry of Pelham Family Estate Winery

**Suzanne Janke**  
Stratus Vineyards

**Steve Mitchell**  
Sprucewood Shores Estate Winery

**Tom Pennachetti**  
Cave Spring Vineyard

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### Conference Committee

**Ilya Senchuk, Chair**  
Leaning Post Wines

**Suzanne Janke**  
Stratus Vineyards

**Chris Colaneri**  
Colaneri Estate Winery

**Amanda Vranckx**  
Front Road Cellars

**Charles Neufeld**  
Palatine Estate Winery

**Chris Thompson**  
Volta Estate Winery

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### Sustainable Winegrowing Ontario Committee

**Andrea Kaiser, Chair**  
Reif Estate Winery

**Benjamin Whitty**  
13<sup>th</sup> Street Winery

**Dave Hooper**  
Cave Spring Vineyard

**JL Groux**  
Stratus Vineyards

**Shiraz Mottiar**  
Malivoire Wine Company

**Allison Findlay**  
Niagara College Teaching Winery

**Peter Harris**  
Ontario Wine Appellation Authority

**Erin Wiens**  
Grape Growers Ontario

**Dean Foerter**  
Wines of Ontario

**Erin MacInnis**  
Closson Chase Vineyards

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### Audit Committee

**Steve Mitchell, Chair**  
Sprucewood Shores Estate Winery

**Harald Thiel**  
Hidden Bench Estate Winery

**Carolyn Hurst**  
Westcott Vineyards

**Faik Turkmen**  
Lailey Winery

## Membership Recruitment Committee

Membership is a core component of our organization. Our credibility as the collective voice of small and medium VQA wineries is strengthened as our membership count grows. It is for this reason that OCW formed a Membership Recruitment Committee this year – tasked with identifying new members and spreading the word of the role our association plays in protecting VQA interests during this critical time. Each new member adds to the legitimacy and influence of Ontario Craft Wineries, helping us advocate more effectively on behalf of our sector. A strong and growing membership base also provides the financial stability we need to maintain and expand the services, representation, and advocacy that our members rely on.

Each of us plays an essential role in sustaining this growth. You can help by sharing your own positive experience and speaking to the value you've gained as a member of OCW. Your advocacy could be the most compelling reason a prospective member considers joining. Many small wineries may not fully realize how much OCW is doing on their behalf, and how else they could benefit.

By working together to share that message, we can help every VQA winery recognize the value of membership—strengthening our organization in the process.



Steve Mitchell | Board Member  
2025 OCW Member Recruitment Committee Chair



## Conference Committee

The seventh annual Ontario Craft Wine Conference & Trade Show (OCWC25) took place in person at the Niagara Falls Convention Centre on Wednesday, April 23, 2025. The conference brought together Ontario's VQA wine and grape industry leaders and professionals for a full day of education, networking, and business building.

OCWC25 welcomed over 550 attendees under the theme, "A NEW ERA FOR ONTARIO WINES: DRIVING GROWTH AT THE CELLAR DOOR AND BEYOND," drawing close to 100 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 13 outstanding educational sessions, featuring over 50 local, national, and international speakers on everything from new sales channels to international trade, sustainability to marketing to retail operations, educational tasting sessions and viticulture. Our morning keynote speaker, Anthony Rose, brought an international perspective on cool climate wines while our end of day keynote, Jake Karls, brought an energy and focus on entrepreneurship no matter what industry you are in. OCWC25 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 as well as to the Wine Marketing Association of Ontario for facilitating our main speaker. Plus a big thank you to Joe Pillitteri for being our MC and keeping the day light, fun and flowing. Lastly, the conference was made possible by the generous support of our 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 OCWC26.

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

Ilya Senchuk | Committee Chair  
2025 Ontario Craft Wine Conference & Trade Show



## Sustainable Winegrowing Ontario Committee

It has been another exciting year for the Sustainable Winegrowing Ontario (SWO) program, which certifies wines through winery audits. SWO works in partnership with the Grape Growers of Ontario who certifies vineyards in sustainable practices, and the Ontario Wine Appellation Authority who certifies VQA wines as being produced from 100% Ontario grown fruit. 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. In the 2024 program year, there were 45 wineries and 147 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 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.

We continue to educate consumers and other stakeholders by spreading the word about what SWO Certification means through our dedicated SWO Certified website, quarterly newsletter and regular posts on Facebook, LinkedIn and Instagram along with media coverage from Hamilton City Magazine and ELLE Gourmet. We continue to work with the Wine Marketing Association of Ontario, Culinary Tourism Alliance and LCBO to further highlight our wineries' sustainable practices through collective marketing initiatives and ongoing promotional activities.



Andrea Kaiser | Committee Chair  
Sustainable Winegrowing Ontario Certified

### 2024-2025 Sustainable Winegrowing Ontario Certified wineries:

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

# OCW in Action

## *Government Advocacy*

Government advocacy remains a key service we provide to our members, and we have been active on many fronts throughout the past year.

### **Retail Expansion**

In July 2024, the Ontario government accelerated its plans to allow licensed grocery stores to sell ready-to-drink beverages and large beer pack sizes. Licensed convenience stores were added in September 2024, followed by the final step of all licensed grocery stores and big-box grocery stores at the end of October. Over time, the new marketplace is expected to result in 8,500 new stores selling alcohol. At the insistence of craft stakeholders, including OCW, guardrails such as shelf space requirements for small producers were protected. The growth in VQA wine in the newly expanded grocery and convenience channels is greatly assisted by these guardrails.

### **VQA Wine Support Program**

Changes to the VQA Wine Support Program were made throughout the year on two fronts.

First, we had a bit of an “ask, and you shall receive” moment in December 2024 when the Premier popped into a roundtable discussion hosted by the Minister of Agriculture just moments before it was OCW’s turn to speak. We addressed the unpredictable nature of VQA Wine Support Program payments and pushed for a change to a quarterly schedule in order to better keep up with the capital intensive and competitive landscape of our sector. The Premier supported our ask and said to the Minister of Agriculture: “Let’s do this!” We received confirmation of the pending change a short time later.

Second, and more recently, in the government’s spring Budget, the VQA support program was expanded (and extended by one year) to include ice wine, sales at convenience stores and sales at onsite winery retail stores. With this current expansion, the VQA Support Program will now be close to \$90M/year. **The most exciting part of this is that all Ontario VQA wineries will be eligible for the program under the new criteria, regardless of whether or not they sell through the LCBO.** We had been pushing for this recognition since 2023, in an effort to ensure that ALL VQA wineries were rewarded for their contributions to a vibrant VQA market.

### **Tariffs and Trade**

Market dynamics have changed dramatically since President Trump started a trade war and VQA is benefiting from an enormous boost in sales as a result. In light of US tariffs/trade, the “Buy-Canadian” sentiment and the removal of US products from LCBO shelves, we continue to see an incredible rate of growth for VQA wine sales.

OCW worked diligently with the LCBO at the beginning of March 2025 because we wanted to ensure that VQA products were at the top of the priority list to replace US products when they were removed from store shelves through government orders. We also pushed for a new VQA product call that ultimately led to 30 new wines being added to the LCBO, along with waived promotional fees in the LCBO for VQA producers.

Knowing that US products will one day return to store shelves, we are currently providing input to both the government and the LCBO on how to support VQA wine when this occurs.

## **Interprovincial Trade**

The threat of US tariffs showed the urgency for us to break down interprovincial trade barriers and that we can't accept the status quo any longer. We are pleased that the federal government committed to removing federal restrictions by Canada Day 2025. But this is the easy part. The real change that's needed is with provincial beverage alcohol regulations in order to create a more conducive cross-border dynamic. It's the technical barriers and mark-up structures that make it difficult to sell wines into other provinces. And so, for any real change to occur, our wines still need to get into provincial liquor boards to see products move at any material volume – and, at a mark-up structure that isn't punitive for Ontario wines. In short, our message to all government on this is that yes, interprovincial trade is long overdue, but we need to break down ALL barriers so that we all win.

## **The Future**

Our advocacy work is far from complete. We continue to meet regularly with the government, LCBO, and retailers, working to shape policy in favor of Ontario VQA. This includes:

- Removing the excise tax entirely for wineries under 41K cases.
- Eliminating the LCBO administration fee on licensee sales for wineries.
- Holding the LCBO to task in its promise to achieve 3% growth of Ontario wines in the LCBO in 2025.
- Promoting Buy Canadian policies.
- Removing the barriers to interprovincial trade.
- Renewing the VQA support program after the current 5-year term ends.
- Moving VQA support to a permanent tax credit.
- Allowing winery offsite retail stores.

If there is one takeaway from the above, it's that OCW does a lot. We are a small, but mighty industry association. Thank you to all members for standing with us as we plough through the current environment on a mission to make our mark. If you are reading this and are not an OCW member, well, simply put, you should be. Please join us. We are all stronger when we all work together.

## *Stakeholder Engagement*

OCW increased its outreach this year to reflect the changing environment around us.

In addition to regular engagement with a broadened list of stakeholders, this year's conference also received a revamp as we expanded the sessions to include leadership from grocery, convenience and restaurants as well as economists and pollsters to talk about the impacts of global and domestic relations.

Over the past year, we are grateful to have received a positive reception from so many different corners. Our list of engagement is big and we hope to grow it even bigger in the year ahead.

### *Government Partners:*

#### **Provincial**

Doug Ford, Premier of Ontario

Tyler Allsopp, MPP Bay of Quinte

Peter Bethlenfalvy, Minister of Finance

Jeff Burch, MPP Niagara Centre

Stan Cho, Minister of Tourism, Culture and Gaming

Stephen Crawford, Minister of Public and Business Service Delivery and Procurement

Vic Fedeli – Minister of Economic Development, Job Creation and Trade

Rob Flack, Minister of Agriculture, Food and Agribusiness (former)

Wayne Gates, MPP Niagara Falls

Ernie Hardeman, Chair, Standing Committee on Finance and Economic Affairs

Mike Harris, Minister of Natural Resources

Trevor Jones, Minister of Agriculture, Food and Agribusiness

Anthony Leardi, MPP Essex

Todd McCarthy, Minister of Environment, Conservation and Parks

Sam Oosterhoff, MPP Niagara West

Mike Schreiner, MPP Guelph

Graydon Smith, Minister of Natural Resources (former)

Todd Smith, MPP Bay of Quinte (former)

Dave Smith, Parliamentary Assistant to the Minister of Finance

Jennie Stevens, MPP St. Catharines

Nina Tangri, Associate Minister of Small Business

Lisa Thompson, Minister of Rural Affairs



## Federal

Vance Badawey, MP Niagara Centre (former)

Tony Baldinelli, MP Niagara Falls—Niagara-on-the-Lake

Chris Bittle, MP St. Catharines

Chris Lewis, MP Essex

Lawrence MacAulay, Minister of Agriculture and Agri-Food (former)

Heath MacDonald, Minister of Agriculture and Agri-Food

Ryan Williams, MP Prince Edward—Hastings

## *Industry Partners:*

Canadian Federation of Independent Grocers

Canadian Manufacturers & Exporters

Convenience Industry Council of Canada

Drinks Ontario

Farm Fresh Ontario

Food and Beverage Ontario

Grape Growers of Ontario

Greater Niagara Chamber of Commerce

Niagara Escarpment Commission

Ontario Chamber of Commerce

Ontario Convenience Stores Association

Ontario Craft Brewers

Ontario Craft Cider Association

Ontario Craft Distillers Association

Ontario Wine Appellation Authority

Municipal & Regional Stakeholders

Prince Edward County Winegrowers Association

Quebec Wine Council

Sustainable Winegrowing British Columbia

Tourism Industry Association of Ontario

Tourism Niagara Canada

Wine Growers British Columbia

Wine Growers Canada

Wine Growers Nova Scotia

Wine Growers Ontario

Wine Marketing Association of Ontario

Restaurants Canada



## *Media Relations*

Having been a national spokeswoman for the past five years, our President and CEO, Michelle Wasylyshen, brought this new focus with her to OCW upon her arrival.

In today's fast-evolving media landscape, where news is instantaneous and audiences have a variety of news outlets to choose from, effective communication has never been more crucial. An effective presence in the media offers several key benefits including enhanced brand visibility, increased credibility, and improved public perception. It's also an effective advocacy tool and allows us to feed into (or in the best circumstances, influence) narratives and ultimately drive positive outcomes and support for our positioning.

OCW has benefitted from widespread coverage this year (digital, print, radio and television), positioning the association as a trusted voice on a wide range of topics including: interprovincial and international trade, tariffs, supply chain, consumer sentiments, alcohol taxation, agri-tourism and many more.

A sampling of headlines includes the following:

[Craft wineries support Premier Ford removing U.S. products from LCBO shelves](#)

[GST holiday leaves businesses scrambling during peak season](#)

[With 30-day tariff break, will Canada get serious on easing internal trade?](#)

['Once in a lifetime opportunity': Ontario wineries hope to fill in gaps as Doug Ford axes American booze](#)

[Free trade agreement has 'huge' benefits, but shouldn't have taken a trade war to create it](#)

[Circle K finds unexpected success with wine](#)

[Provinces are vowing to eliminate trade barriers. How much could it save you?](#)

[Ontario wine industry sees growth opportunity in 'buy local' movement](#)

## Member Engagement

OCW brings additional value to our membership by offering a variety of exclusive educational webinars and online training opportunities. Last year we hosted the following sessions with trade and industry partners.

“Get Paid Faster”, hosted by Notch Financial

“Navigating the Waves of Change”, hosted by IPSOS

“A Better Way to Make Wine”, hosted by vintrace

“From Cellar to Screen”, hosted by Craft & Cluster

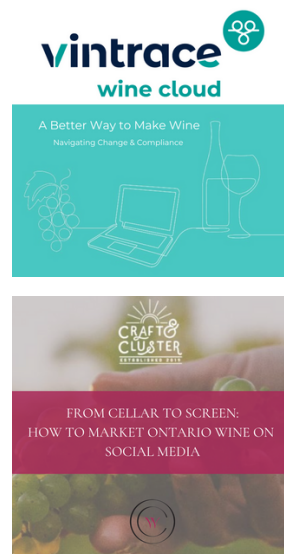
“2025 Sustainable Wine Growing Ontario Intake”, hosted by SWO

“Streamline Health & Safety”, hosted by WSPS

“Innovative Farming”, hosted by Knekt Electric Tractor

“Enhancing Grapevine Health”, hosted by Nurture Growth

“Cheers to Your Team”, hosted by DJB Human Resources Advisory



## Social Media

Social media has been a valuable platform for highlighting OCW members, for promoting events, sharing relevant news articles, celebrating key milestones in the industry and educating consumers on VQA wine in Ontario. Over the past year, our social media platforms have experienced strong growth, allowing us to connect with a wider audience and amplify the voice of Ontario’s wine industry.

Social media has played a vital role in building awareness, trust and appreciation for the quality and uniqueness of Ontario’s locally crafted wines.



# Thank You to Our Partners

## Members

### 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  
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  
Comisso Estate Winery  
Cornerstone Estate Winery  
Dobbin Estates  
Domaine Queylus  
Featherstone Estate Winery  
Fielding Estate Winery  
Flat Rock Cellars  
Garage Wine Co.  
Greenlane Estate Winery  
Harbour Estates Winery  
Henry of Pelham Estate Winery  
Hernder Estate Wines  
Hidden Bench Estate Winery  
Kacaba Vineyards  
King's Court Estate Winery Ltd.  
Kirby Estate Winery  
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

### Lake Erie North Shore

Colchester Ridge Estate Winery  
Dancing Swallows Vineyard  
Mastronardi Estate Winery  
Muscedere Vineyards  
Oxley Estate Winery  
Sprucewood Shores Estate Winery  
Vivace Estate Winery

### 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  
Karlo Estates  
Lacey Estates Winery  
Last House Vineyard  
Morandin Wines  
Redtail Vineyards  
Rosehall Run Vineyards  
Sugarbush Vineyards  
The Grange of Prince Edward  
Waupoos Estates 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  
Skye Chase Estate Winery  
The Creemore Hills Winery  
The Roost Wine Co.  
Willow Springs Winery Ltd.  
Windrush Estate Winery

### New OCW Members for 2025/2026

King and Victoria Winery  
Mark Anthony  
MW Cellars  
Rosewood Winery & Meadery  
Three Dog Winery

*We would like to acknowledge our  
long-standing members:*

*40+ Years*

Reif Estate Winery

*30+ Years*

Cave Spring Vineyard

Henry of Pelham Estate Winery

Konzelmann Estate Winery

Marynissen Estates Winery

Southbrook Vineyards

*25+ Years*

Harbour Estates Winery

Hernder Estate Wines

Kacaba Vineyards

Malivoire Wine Company

Strewn Winery

*20+ Years*

Caroline Cellars

13th Street Winery

Fielding Estate Winery

Flat Rock Cellars

Huff Estates Winery

Lailey Winery

Niagara College Teaching Winery

*20+ Years continued*

Palatine Hills Estate Winery

Puddicombe Estate Winery

Ridgepoint Wines

Riverview Cellars Winery

Rockway Vineyards

Stratus Vineyards

The Grange of Prince Edward

Waupoos Estates Winery

Willow Springs Winery

*15+ Years*

Black Prince Winery

Calamus Estate Winery

Colchester Ridge Estate

Cornerstone Estate Winery

Featherstone Estate Winery

Frogpond Farm Winery

Hidden Bench Estate Winery

Huff Estates

Mastronardi Estate Winery

Muscedere Vineyards

Ravine Vineyards

Rosehall Run Vineyards

Sprucewood Shores

Tawse Winery

The Foreign Affair Winery

## OCW Trade Membership

OCW's Trade Membership program continues to be a valuable addition to OCW. It aims to benefit local businesses by connecting wineries with suppliers that offer products and services to the wine and grape industry. 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.

### *Business Consulting*

DJB Human Resources Advisory

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

Last Call Analytics

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

MNP

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

Spirits Wine Information Group

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

Vintrace

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

### *Financial Services*

Desjardins Business Agriculture

[www.desjardins.com/agricultural](http://www.desjardins.com/agricultural)

Empyrean Merchant Services Inc.

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

Notch Financial

[www.notch.financial](http://www.notch.financial)

Qualo

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

### *Industrial Services*

PaxNatura Limited

[www.pax-nat.com](http://www.pax-nat.com)

Knegt by MAP Agri

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

### *Law*

Cases and Cases

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

Sullivan Mahoney

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

### *Insurance & Health Benefits*

Beverage Protect by BKIFG

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

Edgewater Financial Group Inc.

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

Erion Insurance Brokers

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

Signature Risk

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

### *Manufacturing*

A.O. Wilson

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

Claymore Designs & Construction

[www.instagram.com/claymore.dc](http://www.instagram.com/claymore.dc)

Jane's Packaging Inc.

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

Lakeview Vineyard Equipment

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

Prospero Equipment Corp.

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

Ciculr

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

Niagara Sparkling Wine Service

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

Vetreria Etrusca

[www.vetriaetrusca.it/en](http://www.vetriaetrusca.it/en)

Vitis Imports

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

### *Retail Supplies*

Rosehill Wine Cellars

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

Zenan Glass

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

### *Printing & Marketing*

Artcraft Label Inc.

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

ASL Print FX

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

Kaiser Design & Marketing

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

Minuteman Press

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

Resource Label Group

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

### *Shipping & Logistics*

Fil Delivery

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

GLS Logistics

[www.gls-canada.com](http://www.gls-canada.com)

Lyngsoe Systems

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

Timax Inc.

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

Ziing Final Mile

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

### *Other*

Abell Pest Control

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

AG Energy Co-Operative

[www.agenergy.coop](http://www.agenergy.coop)

Cellar Tek

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

Nurture Growth Biofertilizer

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

Niagara Private Wine Excursions

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

Quartek Group

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

Vintaste

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

## Wines of Ontario

This year's Wines of Ontario campaign marks a bold evolution in its brand story, placing the spotlight on the 194 winemakers who shape the soul of Ontario wine. Building on the foundation of last year's "Pleasure to Meet You," the focus shifts from the product to the people behind it, positioning winemakers as cultural leaders, stewards of the land, and passionate voices of place. Through intimate profiles and rich storytelling, Wines of Ontario is revealing the human side of VQA wines, where authenticity, quality, and community converge.

The campaign introduces a refined visual identity rooted in simplicity and sophistication. Black-and-white portraits and still-life photography draw from fashion and gallery aesthetics, elevating Ontario wine into the premium lifestyle space while keeping the emphasis on craft and character. It's a look and feel designed to capture attention and drive connection.

Running from now through the fall across digital, social, print, radio, and out-of-home, the campaign is built to spark action: visit a winery, meet the makers, taste the difference. At every touchpoint, audiences are given new reasons to explore Ontario wine one story, one sip, and one winemaker at a time.





*We acknowledge that our wineries and vineyards are on the territories of the: The Anishinabewaki, Attiwonderonk, 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

## ONTARIO CRAFT WINERIES

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[ontariocraftwineries](https://www.facebook.com/ontariocraftwineries)



[@ONcraftwineries](https://www.instagram.com/ONcraftwineries)



[Ontario Craft Wineries](https://www.linkedin.com/company/ontario-craft-wineries)