

Celebrating 51 Years



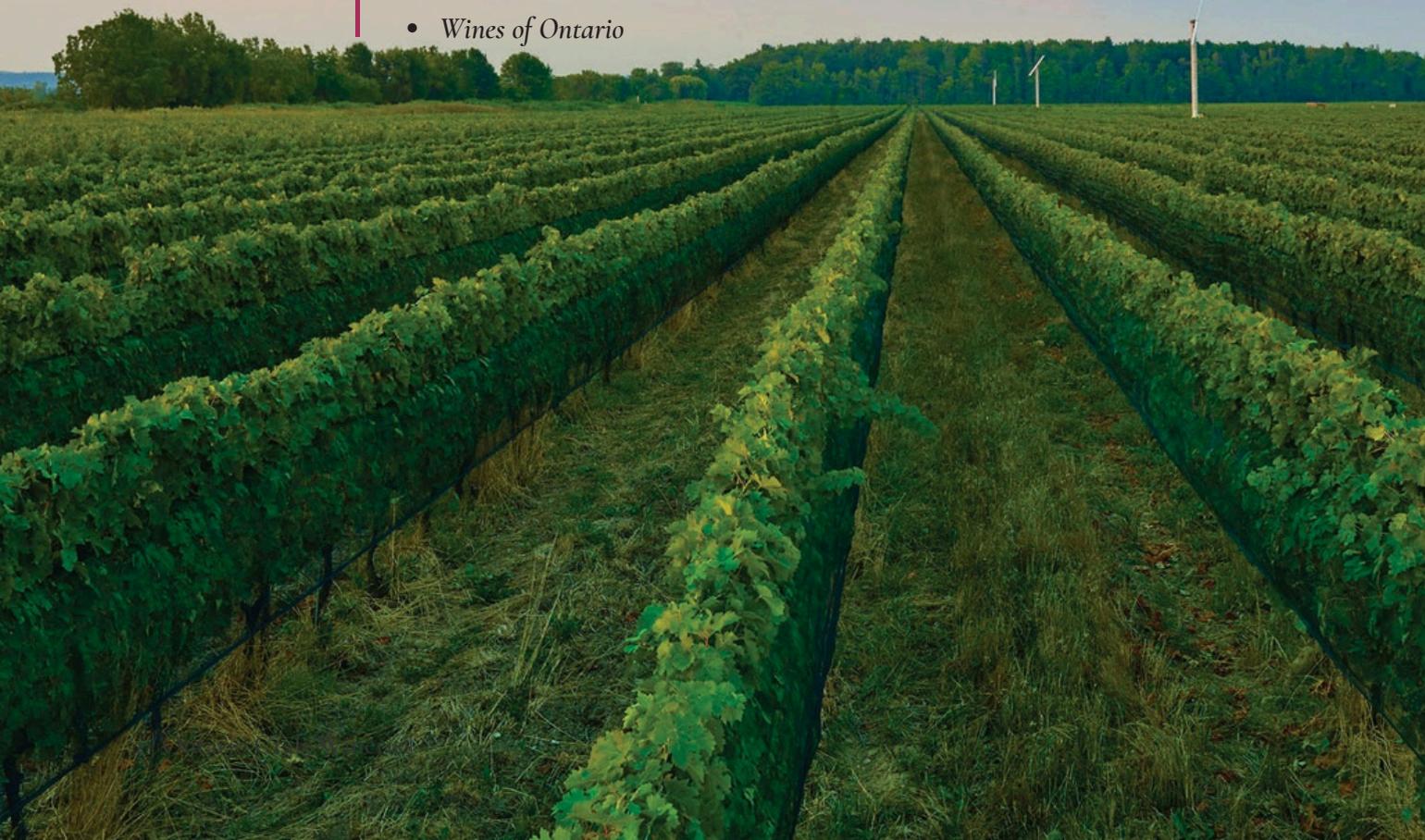
ONTARIO
CRAFT
WINERIES

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 Wasylshen. 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

Suzanne Janke, Secretary
Stratus Vineyards

Steve Mitchell, Treasurer
Sprucewood Shores Estate Winery

Len Pennachetti
Cave Spring Vineyard (Ex-Officio)

Paul Speck
Henry of Pelham Estate Winery

Dan Sullivan
Rosehall Run Vineyards

Norm Beal
Peninsula Ridge Estate Winery

VQA Marketing Committee

Ed Madronich, Co-Chair
Flat Rock Cellars

Suzanne Janke
Stratus Vineyards

Tom Pennachetti
Cave Spring Vineyard

Paul Speck
Henry of Pelham Family Estate Winery

Steve Mitchell
Sprucewood Shores Estate Winery

Conference Committee

Ilya Senchuk, Chair
Leaning Post Wines

Chris Colaneri
Colaneri Estate Winery

Charles Neufeld
Palatine Estate Winery

Suzanne Janke
Stratus Vineyards

Amanda Vranckx
Front Road Cellars

Chris Thompson
Volta Estate Winery

Sustainable Winegrowing Ontario Committee

Andrea Kaiser, Chair
Reif Estate Winery

Allison Findlay
Niagara College Teaching Winery

Benjamin Whitty
13th Street Winery

Peter Harris
Ontario Wine Appellation Authority

Dave Hooper
Cave Spring Vineyard

Erin Wiens
Grape Growers Ontario

JL Groux
Stratus Vineyards

Dean Foerter
Wines of Ontario

Shiraz Mottiar
Malivoire Wine Company

Erin MacInnis
Closson Chase Vineyards

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.



A handwritten signature in black ink, appearing to read 'Steve Mitchell'.

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 cursive script 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
16 Mile Cellar
Andrew Peller Ltd.
Arterra Wines Canada
Cave Spring Vineyard
Chateau Des Charmes
Closson Chase Vineyards
Colio Estate Wines Inc.
Creekside Estate Winery
De Simone Vineyards
Dobbin Estate
Exultet Estates Inc.
Featherstone Estate Winery
Ferox Estate Winery

Flat Rock Cellars
Henry of Pelham Family Estate Winery
Hidden Bench Estate Winery
Megalomaniac Wines
Icellars Estate Winery Inc.
Inniskillin Wines Inc.
Jackson Triggs Winery
Leaning Post Wines Inc.
Le Clos Jordanne
London Born Wine Company
Malivoire Wine Company
Niagara College Teaching Winery
Oxley Estate Winery
Palatine Hills Estate Winery

Pelee Island Winery
Pillitteri Estate Winery
Pondview Estate Winery Ltd.
(O/A Bella Terra Vineyards)
Reif Estate Winery
Riverview Cellars
Rosehall Run Vineyards
Sandbanks Estate Winery
Southbrook Vineyards
Stratus Vineyards Ltd.
Strewn Winery
The Foreign Affair Winery
Vineland 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 Wasylshen, 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

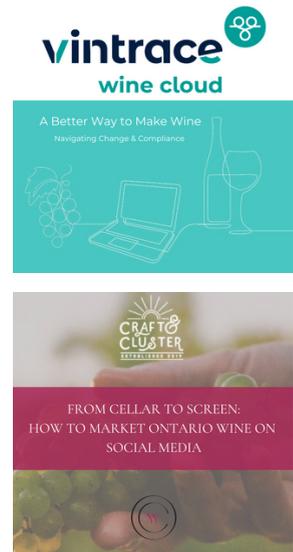
“2025 Sustainable Wine Growing Ontario Intake”, hosted by SWO

“Streamline Health & Safety”, hosted by WSPS

“Innovative Farming”, hosted by Knegt Electric Tractor

“Enhancing Grapevine Health”, hosted by Nurture Growth

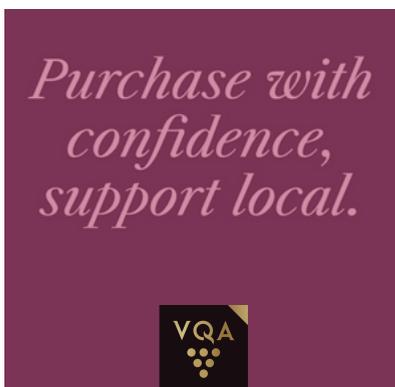
“Cheers to Your Team”, hosted by DJB Human Resources Advisory



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
r8o 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

Last Call Analytics

www.lastcallanalytics.com

MNP

www.mnp.ca

Spirits Wine Information Group

www.spiritswineinfo.com

Vintrace

www.vintrace.com

Financial Services

Desjardins Business Agriculture

www.desjardins.com/agricultural

Empyrean Merchant Services Inc.

www.empyreanms.com

Notch Financial

www.notch.financial

Qualo

www.myqualo.com

Industrial Services

PaxNatura Limited

www.pax-nat.com

Knegt by MAP Agri

www.mapagri.com

Law

Cases and Cases

www.casesandcases.ca

Sullivan Mahoney

www.sullivanmahoney.com

Insurance & Health Benefits

Beverage Protect by BKIFG

www.beverageprotect.com

Edgewater Financial Group Inc.

www.kefsi.com

Erion Insurance Brokers

www.erioninsurance.com

Signature Risk

www.signaturerisk.com

Manufacturing

A.O. Wilson

www.aowilson.ca

Claymore Designs & Construction

www.instagram.com/claymore.dc

Jane's Packaging Inc.

www.janepackaging.com

Lakeview Vineyard Equipment

www.lakeviewequipment.com

Prospero Equipment Corp.

www.prosperequipment.com

Ciculr

www.ciculr.ca

Niagara Sparkling Wine Service

www.millesimesparkling.ca

Vetreteria Etrusca

www.vetriaetrusca.it/en

Vitis Imports

www.vitisimports.ca

Retail Supplies

Rosehill Wine Cellars

www.rosehillwinecellars.com

Zenan Glass

www.zenanglass.ca

Printing & Marketing

Artcraft Label Inc.

www.artcraftlabel.ca

ASL Print FX

www.aslprintfx.com

Kaiser Design & Marketing

www.kaiser.ca

Minuteman Press

www.minuteman.com

Resource Label Group

www.resourcelabel.com

Shipping & Logistics

Fil Delivery

www.fildelivery.com

GLS Logistics

www.gls-canada.com

Lyngsoe Systems

www.lyngsoesystems.com

Timax Inc.

www.timax.com

Ziing Final Mile

www.ziing.com

Other

Abell Pest Control

www.abellpestcontrol.com

AG Energy Co-Operative

www.agenergy.coop

Cellar Tek

www.cellartek.com

Nurture Growth Biofertilizer

www.nurturegrowthbio.com

Niagara Private Wine Excursions

www.niagaraprivatewineexcursions.ca

Quartek Group

www.quartekgroup.com

Vintaste

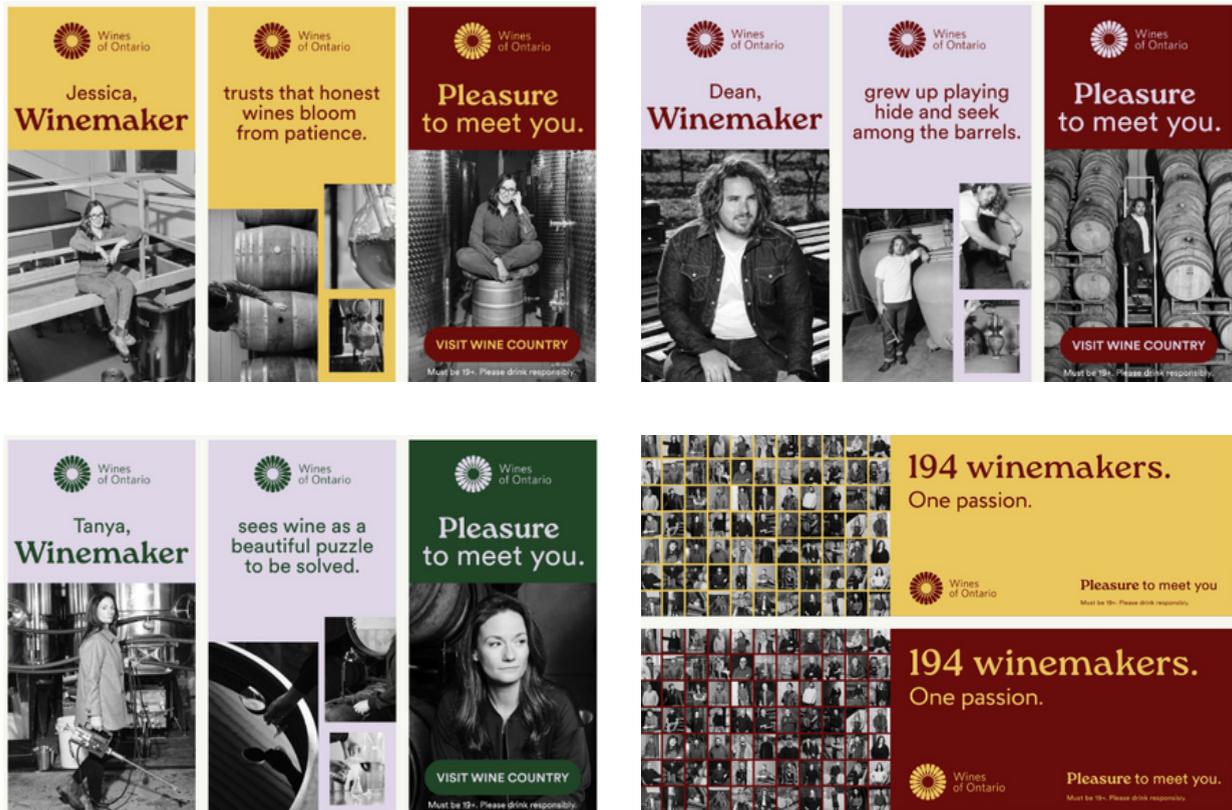
www.vintaste.com

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

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