

Celebrating 52 Years



ONTARIO CRAFT WINERIES

ANNUAL REPORT

Year Ending March 31, 2026

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Chair's Message

After one year as Chair of Ontario Craft Wineries, I am incredibly proud of the momentum we've built together and the position our industry is in today. This has been a year of real progress, one where change created opportunity, and where Ontario's VQA wine sector stepped forward with confidence.

Over the past year, we've seen a major shift in how consumers access and experience wine. The continued expansion into grocery, convenience, and big-box retail, including Costco, has opened up thousands of new points of sale across the province. This has made it easier than ever for Ontarians to choose local while giving our producers a broader and more visible presence in the market.

The defining moment came in March 2025, when U.S. alcohol products were removed from LCBO shelves in response to tariffs. Ontario wineries rose to the occasion, filling that shelf space with their craft wines, and consumers responded with enormous support increasing VQA sales across the province. That shift has been about more than numbers. It introduced a whole new group of consumers to Ontario wines, people who discovered the quality, variety, and character of what we produce right here at home. For many, VQA wines have become their first choice.

This progress has been supported every step of the way by strong partnerships. The Government of Ontario and the LCBO have played a critical role in creating the conditions for success; expanding shelf space, increasing VQA product calls, and putting more focus on small and local producers. Over the past year, we've seen a significant increase in the number of Ontario wines available to consumers, along with stronger promotion and visibility across the system.

The benefits of this past year have extended beyond the winery. Increased interest in Ontario wine has brought more visitors to our regions, supporting local tourism and strengthening the connection between consumers and the places where our wines are made. From Niagara to Prince Edward County and Lake Erie North Shore, there is a renewed energy and excitement around local wine experiences.

What stands out most to me is how strong our industry has become; through collaboration, adaptability, and a shared commitment to growth. Support from consumers has never been stronger, and the partnerships we have across government and retail have never been more aligned.

There is still important work ahead, but we are moving forward from a position of real strength. This is an incredibly positive time for Ontario's craft wine sector, and I am confident in what we can continue to achieve together.

On behalf of the Board, I want to thank our members, our partners at the LCBO, and our colleagues in government for their ongoing support. Together, we are shaping a bright future for Ontario VQA wine.



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

Norm Beal
Chair, Ontario Craft Wineries

Board of Directors

June 2025-2026

Norm Beal, Chair

Peninsula Ridge Estate Winery

Chris Colaneri

Colaneri Estate Winery

Carolyn Hurst, Past-Chair

Westcott Vineyards

Ed Madronich

Flat Rock Cellars

Allan Schmidt

Vineland Estates Winery

Paul Speck

Henry of Pelham Family Estate Winery

Faik Turkmen

Lailey Winery

Steve Mitchell, Vice -Chair

Sprucewood Shores Estate Winery

Suzanne Janke

Stratus Vineyards

Erin MacInnis

Closson Chase Vineyards

Len Pennachetti

Cave Spring Vineyard

Ilya Senchuk

Leaning Post Wines

Harald Thiel

Hidden Bench Estate Winery

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



Norm Beal
Acting 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

Norm Beal, Chair
Peninsula Ridge Estate Winery

Steve Mitchell, Vice-Chair
Sprucewood Shores Estate Winery

Suzanne Janke, Secretary
Stratus Vineyards

Faik Turkman, Treasurer
Sprucewood Shores Estate Winery

Carolyn Hurst, Past-Chair
Westcott Vineyards

Len Pennachetti
Cave Spring Vineyard

Paul Speck
Henry of Pelham Estate Winery



VQA Marketing Committee

Ed Madronich, Co-Chair
Flat Rock Cellars

Suzanne Janke
Stratus Vineyards

Marcel Morgenstern
Bella Terra Vineyards

Tom Pennachetti
Cave Spring Vineyard

Nadia Senchuk
Leaning Post Wines



Spring Wine Forum Committee

Ilya Senchuk, Chair
Leaning Post Wines

Chris Colaneri
Colaneri Estate Winery

Suzanne Janke
Stratus Vineyards



Sustainable Winegrowing Ontario Committee

Erin MacInnis, Chair
Closson Chase Vineyards

Allison Findlay
Niagara College Teaching Winery

JL Groux
Stratus Vineyards

Dave Hooper
Cave Spring Vineyard

Shiraz Mottiar
Malivoire Wine Company

Spring Wine Forum Committee

Chair's Message

The inaugural 2026 Spring Wine Forum marked an exciting new chapter for Ontario Craft Wineries, bringing together leaders from across Ontario's wine, hospitality, tourism, and culinary sectors for a day of meaningful conversation and collaboration. The Forum was held on Tuesday, March 31, in Dundas, Ontario and hosted 170 attendees. The event created a space for industry partners to connect, gain actionable insights for their business, and explore the opportunities ahead for Ontario wine and Agritourism.

There was an outstanding group of speakers and panelists, including Chef Charlotte Langley, whose energetic discussion highlighted the growing connection between culinary tourism, sustainability, and Ontario wine. We were also honoured to welcome Aaron Campbell, interim President and CEO and from the LCBO, who shared details on their ongoing support for local Ontario wine producers. The success of the 2026 Spring Wine Forum reflects the strength of collaboration across our sectors and offers an exciting glimpse into the future of the 2027 Ontario Craft Wine Conference.

Together, we continue to elevate Ontario's reputation as a premier wine and culinary destination, demonstrating what is possible when agriculture, tourism, hospitality, and craft beverage partners grow and succeed together.



A handwritten signature in cursive script that reads "Ilya Senchuk".

Ilya Senchuk | Committee Chair
2026 Spring Wine Forum



Sustainable Winegrowing Ontario Committee

Chair's Message

Stepping into the role of Chair of Sustainable Winegrowing Ontario this year has given me the opportunity to look at the program with fresh eyes and a great deal of curiosity. One of the things that has stood out to me most already is the genuine commitment across the industry to long-term stewardship of both the land and the businesses that depend on it. In the 2025 program year, there were 48 wineries and 169 vineyards who were certified.

As the program continues to grow, I think there is a real opportunity to further strengthen and clarify what sustainability means in an Ontario wine context, while also ensuring the program remains practical, credible, and accessible for wineries and vineyards of different sizes and operating models. I've appreciated the thoughtful conversations already taking place around standards, auditing, education, and how we continue to evolve alongside industry and consumer expectations.

I'm very grateful to the committee members, auditors, and industry partners who continue to contribute their time and expertise to the program. I'm looking forward to continuing to learn from the group and helping support the next phase of SWO's growth and development.



Erin MacInnis | Committee Chair
Sustainable Winegrowing Ontario Certified

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
Lakeview 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
Peninsula Ridge Estate Winery

Pillitteri Estate Winery
Pondview Estate Winery Ltd.
(O/A Bella Terra Vineyards)
Redstone Winery
Reif Estate Winery
Riverview Cellars
Rosehall Run Vineyards
Sandbanks Estate Winery
Southbrook Vineyards
Stratus Vineyards Ltd.
Strewn Winery
Tawse Winery
The Foreign Affair Winery
Vineland Estate Winery
Westcott Vineyards

OCW in Action

Ontario Craft Wineries remains deeply engaged at the regional, provincial, and federal levels, fostering meaningful relationships with industry partners, government representatives, tourism organizations, and community stakeholders. Through active collaboration and advocacy, we work to advance initiatives that support the growth and sustainability of Ontario's grape and wine sector while strengthening the communities in which our members operate.

By amplifying the voice of our members, OCW continues to champion policies, and programs that create opportunities for wineries and contribute to the economic and cultural vitality of Ontario.



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 **9 informative sessions** with trade and industry partners.

“The Perfect Pairing: Wine & Reliable Delivery”, hosted by GLS

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

“A Trace of Wine”, hosted by Lyngsoe Systems

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

“Enhancing Grape Vine Health”, hosted by Nurture Growth

“Confronting the Anti-Alcohol Narrative”, hosted by Wine Growers Canada

“Streamline Health and Safety Compliance”, hosted by WSPS

“2025 BMO Wine Market Report”, hosted by BMO

“Cheers to Your Team: An Environment Where Your Staff Thrive”, hosted by DJB



Thank You to Our Members

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

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
180 Estate Winery
Bachelder
Calamus Estate Winery
Cave Spring Vineyard
Cloudsley Cellars
Commisso Estate Winery
Cornerstone Estate Winery
Dobbin Estates
Domaine Queylus
Featherstone Estate Winery
Fielding Estate Winery
Flat Rock Cellars
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.
King and Victoria Winery
Kirby Estate Winery
Leaning Post Wines
London Born Wine Company
Malivoire Wine Company
Mark Anthony
Niagara Custom Crush Studios
Peninsula Ridge Estate Winery
Puddicombe Estate Farm Winery

Redstone Winery Inc.
Ridgepoint Wines Inc.
Rosewood Winery & Meadery
Sons & Daughter Winery
Sue-Ann Staff Estate Winery
Tawse Winery
The Foreign Affair Winery
The Organized Crime 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
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
Three Dog Winery
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

Heritage Estate Winery and Cider
Mander Wines
The Good Earth Food & Wine Co.
Viewpointe Estate Winery
Volta Estate Winery

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

40+ Years

Cave Spring Vineyard
Reif Estate Winery

30+ Years

Henry of Pelham Estate Winery
Hernder Estate Wines
Konzelmann Estate Winery
Marynissen Estates Winery
Southbrook Vineyards

25+ Years

Harbour Estates Winery
Kacaba Vineyards
Malivoire Wine Company
Puddicombe Estate Winery
Strewn Winery

20+ Years

13th Street Winery
Caroline Cellars
Colchester Ridge Estate
Fielding Estate Winery
Flat Rock Cellars
Frogpond Farm Winery
Huff Estates Winery
Lailey Winery
Niagara College Teaching Winery

20+ Years continued

Mastronardi Estate Winery
Palatine Hills Estate Winery
Ridgepoint Wines
Riverview Cellars Winery
Stratus Vineyards
Tawse Winery
The Grange of Prince Edward
Waupoos Estates Winery
Willow Springs Winery

15+ Years

Black Prince Winery
Calamus Estate Winery
Closson Chase Vineyards
Cornerstone Estate Winery
Featherstone Estate Winery
Generations Wine Company Ltd.
Greenlane Estate Winery
Hidden Bench Estate Winery
Huff Estates
The Organized Crime Winery
Muscedere Vineyards
Ravine Vineyards
Rosehall Run Vineyards
Sprucewood Shores
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.



Wines of Ontario

Wines of Ontario enters FY2026/27 with a clear focus on growing awareness, visitation, and demand for Ontario VQA wines through a coordinated mix of brand storytelling, media investment, and strategic partnerships. Building on the strong foundation and momentum established in recent years — including increased consumer interest in Ontario VQA wines — we will continue celebrating the people behind Ontario wine: the winemakers, growers, and communities that shape the character of each region, while incorporating dynamic regional imagery that inspires consumers to explore Ontario’s distinct wine destinations.

This year, we are making a significant investment in broad-reaching media and ongoing brand tracking to strengthen awareness of Ontario wine country. Through a mix of linear television, digital video, streaming, social platforms, and other targeted channels, we aim to engage both established wine enthusiasts and aspirational consumers, ensuring Ontario VQA wines remain visible in meaningful and relevant ways. This investment reflects a phased long-term strategy: first strengthening awareness and demand for Ontario VQA wines through broad consumer reach and then deepening engagement over time through expanded experiential opportunities that bring consumers closer to Ontario’s wineries, wines, and regions.

Supporting this effort is an increasingly robust digital ecosystem designed to meet consumers wherever they are. Our digital travel guide, website, social channels, and consumer communications will work together to inspire visitation, encourage exploration, and strengthen connections to Ontario wine country. Strategic partnerships with trusted culinary, tourism, and lifestyle organizations — including media partners, chefs, influencers, and destination organizations — will further amplify authentic storytelling around Ontario VQA wines, food pairings, and regional experiences.

In addition to driving awareness, volume, and share within Ontario, we have developed tailored creative for the Québec market to encourage consumers to discover Ontario VQA wines and consider Ontario wine country as a destination. Through targeted French-language digital media, sponsored editorial partnerships, and destination storytelling, these efforts are intended to support awareness and visitation among Québec audiences in a way that complements our broader initiatives.

Looking ahead, we remain focused on ensuring every investment delivers meaningful value to Ontario wineries and the broader tourism economy — strengthening awareness, deepening engagement, and supporting the long-term growth of Ontario’s VQA wine sector.



Wines
of Ontario





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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