



WINE COUNCIL OF ONTARIO

Backgrounder

The Wine Council of Ontario (WCO) is a non-profit trade association that is committed to realizing the long-term goals and vision of Ontario's dynamic wine industry. It currently represents the interest of 72 winery properties from Lake Erie North Shore, Pelee Island, Prince Edward County, the Niagara Peninsula and the Greater Toronto Area. WCO members vary by size and scope, from small or craft size to medium size to a few large wineries. All of our members are grape growers giving them the responsibility of overseeing the entire value chain. A number of our members have restaurants at the wineries where they highlight and promote all aspects of the "Local Culinary & Wine Experience" with food and wine pairing.

Membership to the WCO is open to all Ontario-based commercial wineries producing grape wines. The majority of grape based wineries in Ontario are members of the WCO. Members benefit from the WCO's strong ties with the Ontario and federal governments and its role as the voice of the Ontario wine industry and the liaison between government and its agencies, growers, the LCBO and other Ontario wineries. Additionally, members are able to take advantage of various favourable industry programs.

Marketing initiatives are a key function of the WCO and critical to the growth of the entire industry. Building the "Wines of Ontario" brand and creating positive changes in consumer behaviour and support for locally grown and crafted wines is a primary goal. Marketing programs are focused in 4 specific channels including the LCBO, Ontario licensees, tourism to wine country and tourism stakeholder collaboration. The WCO also works closely with the media on behalf of its members and provides them support in their independent media relationships.

The WCO is an advocate for the success and growth of the Ontario wine industry as it is important for the province and its residents. Not only does the Ontario wine industry create jobs in the manufacturing and agricultural sectors, it preserves valuable agricultural land (much of it within the Greenbelt) and creates vibrant tourism destinations. It also adds value to the economy in many associated support industries. A 2008 study conducted by KPMG found that the sale of Ontario wine added more than \$529 million in economic value to the Province of Ontario, based on a contribution per litre of \$8.48 (which compares with only \$0.67 per litre contributed from the sale of imported wine). The contribution is even higher for VQA wine where there is an economic impact of \$11.50 per litre.

Wines of Ontario 2009/2010 Member Winery Properties:

Alvento Winery	Vineland	www.alvento.ca
Angels Gate Winery	Beamsville	www.angelsgatewinery.com
Black Prince Winery	Picton	www.blackprincewinery.com
Calamus Estate Winery	Jordan	www.calamuswines.com
Caroline Cellars	NOTL	www.carolinecellars.com
Casa-Dea Estates Winery	Wellington	www.casadeaestates.com
Cattail Creek Estate Winery	NOTL	www.cattailcreek.ca
Cave Spring Cellars Ltd.	Jordan	www.cavespring.ca
Chateau des Charmes Wines	St. David's	www.chateaudescharmes.com
Closson Chase Vineyards	Hillier	www.clossonchase.com
Cornerstone Estate Winery	Beamsville	www.cornerstonewinery.com
Coyote's Run Estate Winery	St. David's	www.coyotesrunwinery.com
Creekside Estate Winery	Jordan Station	www.creeksidewine.com
Crown Bench Estates	Beamsville	www.crownbenchestates.com
Domaine Equifera Estate	Montreal	
Featherstone Winery & Vineyard	Vineland	www.featherstonewinery.ca
Fielding Estate Winery	Beamsville	www.fieldingwines.com
Flat Rock Cellars	Jordan	www.flatrockcellars.com
The Foreign Affair Winery	Vineland Station	www.foreignaffairwine.com
Frogpond Farm	NOTL	www.frogpondfarm.ca
The Good Earth Vineyard & Winery	Beamsville	www.goodearthfoodandwines.com
The Grange of Prince Edward Inc.	Hillier	www.grangeofprinceedward.com
Green Lane Estate Winery	Beamsville	www.greenlanewinery.com
Harbour Estates Winery	Jordan Station	www.harbourestateswinery.com
Hardie Wines	Wellington	www.normanhardie.com
Henry of Pelham Family Estate Winery	St. Catharines	www.henryofpelham.com
Hidden Bench	Beamsville	www.hiddenbench.com
Huff Estates Winery	Bloomfield	www.huffestates.com
The Ice House	NOTL	www.theicehouse.ca
John Howard Cellars of Distinction	Vineland	www.megalomaniacwine.com
Joseph's Estate Wines	NOTL	www.josephsestatewines.com
Kacaba Vineyards	Toronto	www.kacaba.com
Konzelmann Estate Winery	NOTL	www.konzelmann.ca
Lailey Vineyard Wines	NOTL	www.laileyvineyard.com
Maleta Estate Winery	NOTL	www.maletawinery.com
Malivoire Wine Company	Beamsville	www.malivoire.com
Marynissen Estates Winery	NOTL	www.marynissen.com
Mastronardi Estate Winery	Kingsville	www.mastronardiwines.com
Mike Weir Wines Corporate Address	St. Catharines	www.weirwines.com
Milan Wineries Inc.	Toronto	www.milanwineries.com
Mountain Road Wine Company	Beamsville	www.mountainroadwine.com

Niagara College Teaching Winery	NOTL	www.nctwinery.com
Oak Heights Estate Winery	Warkworth	www.oakheights.ca
The Organized Crime Winery	Beamsville	www.organizedcrimewine.com
Palatine Hills Estate Winery	NOTL	www.palatinehillsestatewinery.com
Pelee Island Winery Inc.	Kingsville	www.peleeisland.com
Pelee Island Winery Pavillion	Pelee Island	www.peleeisland.com
Peninsula Ridge Estate Winery	Beamsville	www.peninsularidge.com
Pillitteri Estates Winery	NOTL	www.pillitteri.com
Pondview Estate Winery	NOTL	
Puddicombe Estate Farm	Winona	www.puddicombefarms.com
Ravine Vineyard Estate Winery	St. David's	www.ravinevineyard.com
Reif Estate Winery Inc.	NOTL	www.reifwinery.com
Ridgepoint Wines	Vineland	www.ridgepointwines.com
Riverview Cellars Estate Winery	NOTL	www.riverviewcellars.com
Rockway Glen Estate Winery	St. Catharines	www.rockwayglen.com
Rosehall Run Vineyards	Wellington	www.rosehallrun.com
Rosewood Estates Winery	Mississauga	www.rosewoodwine.com
Royal DeMaria Wines	Vineland	www.royaldemaria.com
Sandbanks Estate Winery	Wellington	www.sandbankswinery.com
Southbrook Vineyards	NOTL	www.southbrook.com
Sprucewood Shores Estate Winery	Harrow	www.sprucewoodshores.com
Stonechurch Vineyards	NOTL	www.stonechurch.com
Stratus Vineyards	NOTL	www.stratuswines.com
Strewn Winery	NOTL	www.strewnwinery.com
Sunnybrook Farm Estate Winery	NOTL	www.sunnybrookfarmwinery.com
Tawse Winery	Vineland	www.tawsewinery.ca
Thirteenth Street Winery	St. Catharines	www.13thstreetwines.com
Vignoble Rancourt Winery	NOTL	www.rancourtwinery.com
Vineland Estates Winery	Vineland	www.vineland.com
Waupoos Estates Winery	Picton	www.waupooswinery.com
Wayne Gretzky Estate Winery	Vineland	www.gretzkyestatewines.com
Willow Springs Winery	Stouffville	www.willowspringswinery.ca

ONTARIO'S WINE INDUSTRY

Ontario: Home to Winemaking Excellence

Ontario's wine industry has grown and matured for nearly two hundred years. Stretching mostly across the southern part of the province, Ontario wineries take advantage of a temperate climate, enhanced by the diversity of glacial soils and the moderating effect of the Great Lakes, to produce mature fruit and complex wines.

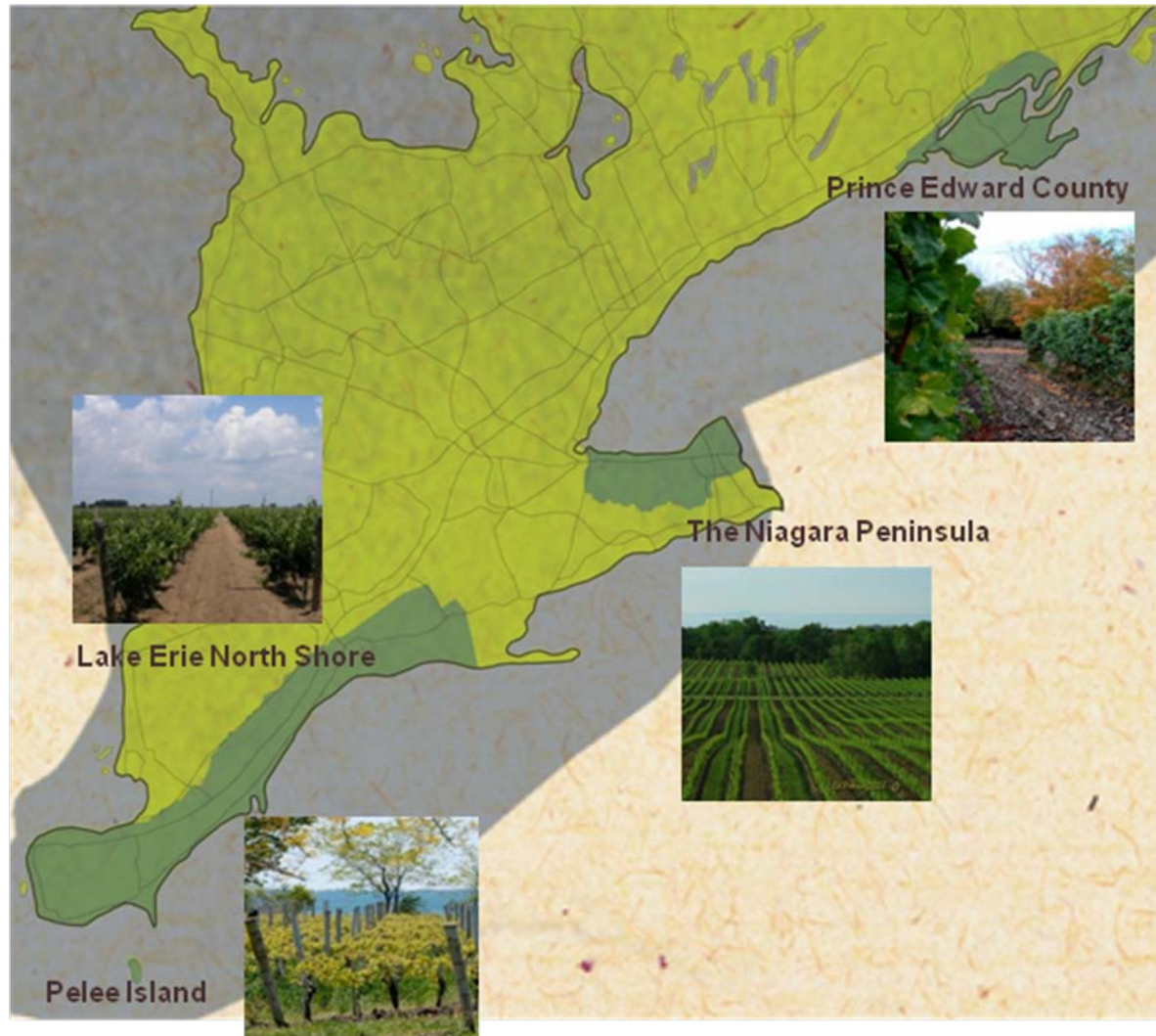
Since the first commercial winery began operation on Pelee Island in 1866 the Ontario wine industry has evolved dramatically and now sits proudly on the stage of new world wines. Ontario wine country is located at the centre of the world's wine belt situated between 41° and 44° North, similar in latitude to Burgundy, giving it exceptional growing conditions and resulting in the production of exceptional wines. Extreme fluctuations in daily temperature provide conditions that are critical to creating the ultimate balance between acidity and fruitiness. Hilly geography and sandy rocky soil offer effective drainage conditions and superior nutrient absorption for the fruit.

Ontario is also home to some of the best winemakers in the world. They are passionate in their dedication to producing outstanding wines and continue to win international awards year after year. Through both tradition and innovation, Ontario's winemakers produce wines made from over 60 varieties of classic European varieties including best known viniferas: Chardonnay, Riesling, Sauvignon Blanc, Cabernet Franc, Pinot Noir, Gamay Noir, Merlot and Cabernet Sauvignon.

The Vintners Quality Alliance (VQA) seal denotes quality and label integrity for Ontario wines of origin and is a guarantee that 100% of grape content for these wines comes from Ontario. To appreciate a VQA wine, however, is to appreciate more than these important standards, for the inherent quality of these wines lies in a deep sense of place. Appellation of origin is an important marker of quality in the best of wine regions, reminding us of a wine's inherent tie to the earth, nature, our ecology, the hands that produce it, and the time and heart involved in making it. Wines that draw attention to these unique qualities - to a sense of place - resonate with wine lovers on a deep, emotional level. The VQA appellation system identifies 4 microclimates and supports this experience while promising unique quality and diversity for Ontario wines of origin.

Ontario's Primary Appellations

Viticultural Areas



Appellations

Often referred to as an "expression of place," wine has been associated with its point of origin for hundreds of years. European wine-producing countries, such as France and Spain, have long recognized origin and "terroir" – the combination of location, soil, topography and climate – as having direct influence on both the character and quality of wine grapes. Mapping terroir and accounting for this influence, by defining sophisticated appellations of origin, became a highly valued system for these regions to measure and market the quality and distinction of their wines.

Taking a cue from the European model for appellation of origin, Canada's thriving and rapidly expanding wine industry has developed around regions that produce wines of unique character.

Across Canada, there are now nine primary Viticultural Areas that are recognized to produce grapes for appellation wines certified by the Vintners Quality Alliance system (VQA). These appellations of origin, located in southern Ontario and British Columbia account for 98% of the country's premium wine production. The majority of these appellation wines come from Ontario's appellations, where approximately 15,000 acres of wine grape vineyards are planted. Stretching along the centre of the world's cool-climate wine belt, Ontario appellations share similar growing season characteristics with some of the most recognized and respected wine-growing regions of the world.

VQA Ontario, Ontario's appellation authority is responsible for regulating the production of appellation wines in the Province and ensuring label integrity when it comes to the use of appellation names.

Wine has gained a place in Canada's cultural landscape and appellation of origin has become an increasingly important element in exceptional winemaking across Canada. Canada's greatest wines are wines of origin, each having a distinctive personality and style that promise an enjoyable wine experience. Wine lovers appreciate this diversity of character and the experience of each unique place, and it enhances their enjoyment of the wine, their food and their lifestyle experiences. The more a wine elaborates terroir, the more grounded the personality and the more a lasting distinction develops. Ontario has become internationally known through its success in producing exceptional Icewine. The cool climate and limestone soil are also perfect for making exceptional Riesling, Pinot Noir and Chardonnay and gives Ontario the opportunity to achieve global recognition for many wines.

VQA Ontario Appellations of Origin Mapping terroirs of distinction

Viticulture in Ontario is intimately and dynamically related to terroir – to a sense of place. The physical features of land and climate – the nuances of soil and sun; the minerality and taste characteristics of diverse landscapes – influence the choice of vine cultivars and viticultural practices across Ontario and create unique conditions for the production of grapes and wine. As wineries and winemakers cultivate, interpret and elaborate terroir through wine production, they in turn shape our tastes and interaction with the land.

Ontario has so far identified four primary Viticultural Areas or appellations of origin: Niagara Peninsula, Lake Erie North Shore, Pelee Island and Prince Edward County. Within the Niagara Peninsula appellation, decades of grape growing experience and extensive geographical research has identified ten distinct growing areas. These sub-appellations include areas on the plains close to Lake Ontario and the benchlands of the Niagara Escarpment.

The Niagara Peninsula

Diverse terroir, sheltered slopes, lakeside vineyards, a world of character in its wines.

Shaped by the natural wonders of the Niagara Escarpment and the majestic Niagara Falls, the Niagara Peninsula provides ideal cool-climate conditions for wine growing. Its diversity has resulted in the identification of 10 sub-appellations.

The Niagara Peninsula has the largest planted area of all viticulture areas in Canada. Situated at approximately N43° latitude this prime and diverse appellation is characterized by rich, fertile soils and unique microclimates, which provide ideal conditions for producing wine grapes with more complexity and intense flavour than in many warmer climates.

The classic cool-climate varieties such as Riesling, Chardonnay, Gamay Noir, Pinot Noir and Cabernet Franc flourish here, and the region now boasts over 32 thriving varieties across 13,600 acres. The Niagara Peninsula continues to shape a rapidly expanding premium wine industry in Canada as the home to approximately 85% of Ontario's VQA wineries.

Niagara is a region of contrasts

Anyone who has visited the Niagara Peninsula soon realizes that the area that ranges along the Escarpment from Beamsville towards St. Catharines is very different from the flat land surrounding Niagara-on-the-Lake. Terroir varies throughout the region, which means that grapes grown east and west of St. Catharines have characteristics that differ from those grown on the flatlands of the vineyards on Lake Ontario. And within those areas, there are noticeable variations (soils, wind, temperature etc.) that influence the personality of the grape.

Dividing up the Niagara Peninsula

Appellation is the term given to a defined grape-growing area. It was decided, following a 3-year research project, that the Niagara Peninsula should be formally divided into 12 sub-appellations. For winemakers and consumers this is good news. Niagara winemakers compete with the finest regions in the world and this new legislation allows them to develop specific Ontario appellations and showcase the fruits of their vineyards. Wine enthusiasts will, in turn, be able to explore the nuances and differences between wines produced in the Niagara region.

Niagara's Sub-Appellations

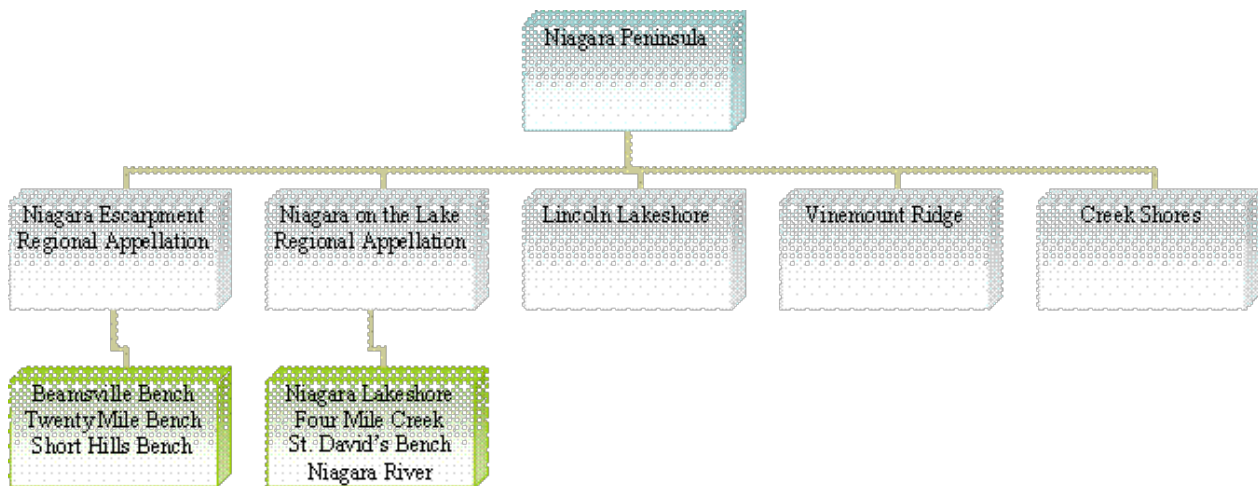
Sub-appellations are a smaller area within an appellation that have been identified with unique geographical conditions. Sub-appellations in the Niagara Peninsula were identified after a lengthy technical study identifying common and unique traits related to geology, soils, topography, climate and growing conditions:

- Beamsville Bench, Creek Shores, Four Mile Creek, Lincoln Lakeshore, Niagara Lakeshore, Niagara River, Short Hills Bench, St. David's Bench, Twenty Mile Bench and Vinemount Ridge

Niagara's Regional Appellations

Regional appellations are smaller than a viticultural area but contain more than one sub-appellation. The Regional appellations of Niagara-on-the-Lake and Niagara Escarpment are wholly within the Niagara Peninsula but both encompass several sub-appellations. These areas identify a collective of common geographical features and recognize historical name associations with each region.

- Niagara Escarpment and Niagara-on-the-Lake



Lake Erie North Shore

Cool lake breezes, abundance of sunshine, ripe fruit with good balance.

Located at a latitude of approximately N42° and stretching along the bow-shaped shoreline of Lake Erie from Amherstburg to Leamington, the Lake Erie North Shore appellation encompasses the vineyards in the southwestern extremity of Ontario. This favourable southerly location combined with the warming effect of the shallow waters of Lake Erie allow this appellation to enjoy a long growing season and promotes ripe fruit with a perfect balance between natural sweetness and acidity.

Pelee Island

Island breezes, warm summers, early harvest.

Just off the mainland, Pelee Island lies at Canada's most southernly point, allowing for the longest growing season of all the winemaking regions in Canada. It is a small island of approximately 10 000 acres is at a latitude of N41°45' and is Canada's smallest viticulture area.

Situated in Lake Erie about 20 kilometres off the shoreline, Pelee Island enjoys the longest growing season of all appellations in Ontario. Warm breezes off of Lake Erie moderate summer and fall temperatures, and harvest usually begins two to three weeks earlier than in the other appellations – often in August. The long, warm growing season favours some varietals that are unusual for Ontario, including Tempranillo. These unique conditions have ensured a long history of successful wine grape growing on the Island.

Prince Edward County

Limestone bedrock, stoney soils, low yields, excellent fruit concentration.

Bordering Lake Ontario and the Bay of Quinte, this appellation – Ontario's newest wine appellation – is surrounded by water and features a rich terroir dominated by stoney soils. Prince Edward County is located at the eastern end of Lake Ontario, just south of Belleville, and encompasses the County, Amherst Island and a narrow strip of land to the north. At a latitude of 44°N, this is Ontario's most northern appellation and relies on the lake to provide a moderated and productive cool climate growing season. Bays, inlets and coves surround "The County" as it is known, creating more than 500 miles of shoreline, including the well known Sandbanks beach.

Officially identified in 2007 as a VQA appellation of origin, Prince Edward County terroir features loose gravely soil types that lay atop the broad Trenton limestone plateau. These soils provide good structure, ample drainage, shale and minerals for healthy development of vines and fruit with character.

TOURISM

Visiting Ontario Wine Country

Visitors are welcome to experience Ontario's Wine Country by visiting wineries located in Niagara Peninsula, Southwestern Ontario, Pelee Island, Prince Edward County and North Toronto. It is estimated that over one million people each year visit Ontario wineries, which are always open year-round and offer winery tours and wine tastings in their boutiques. On-site retail shops give visitors the opportunity to purchase wines to take home, often rare and special vintages.

The Wine Council of Ontario publishes the **Wine Country Ontario your Official Year-Round Travel Guide** and the **Wine Route Map** annually. **These publications are invaluable travel guides for anyone planning a visit to Ontario's wine regions.** The guide also includes shopping and attractions, regional directories of accommodations, dining and useful tips for making winery touring easy and fun. For a complimentary copy of Wine Country Ontario and the Wine Route Map, consumers may call 1-800-263-2988 or visit www.winesofontario.ca to download copies. French version is available on website only.

Ontario produces exceptional wines and offers visitors many unique and memorable travel experiences set in the midst of a breathtaking countryside. Visitors can soak in the stunning scenery by car, tour bus, bicycle tour or personal winery chauffeurs.

Ontario Wine Country experiences are numerous and diverse and welcomes visitors to:

- Savour regional cuisine in farm settings, cafes, fine restaurants and 5 star accommodations. Some wineries have restaurants and others offer food & wine pairings and cooking demonstrations. Niagara is home to Canada's first winery cooking school.
- Get their hands dirty and participate in winemaking by interacting in unique hands-on experiences and special workshops. From vineyard to bottle visitors can: pick, sort and crush grapes; learn how to make a bottle of wine; taste wine at in-depth wine training sessions and meet the winemaker.
- Participate in eco tours and learn about biodynamic winemaking practices in Ontario and also visit several wineries producing organic wines.
- Celebrate winter in a new and exciting way by taking an Icewine adventure and appreciate why Ontario is the only region in the world to make this treasured wine every year.

Ontario wine regions are home to many festivals and events. For the most current information on wine related events or experiences visit **www.winesofontario.ca**.



VQA – Vintners Quality Alliance

- VQA means 100% Ontario grown grapes
- The VQA medallion is Canada's symbol of quality in wine production.
- VQA is to Canada what AOC is to France, DOC is to Italy and QMP is to Germany.
- The VQA symbol on a bottle of Canadian wine assures the consumer of quality production, content, varietal percentage, appellation and vintage.

VQA Means Wines of Origin

Appellation defines Ontario's viticulture. As steward of Ontario's appellation system, VQA Ontario is responsible for building appreciation and maintaining the integrity of Ontario's wines of origin by ensuring claims of origin are accurate and meaningful. As viticulture in Ontario continues to evolve, industry stakeholders and wine lovers alike can rely on the VQA Ontario as the comprehensive and trusted source on Ontario's appellation character and culture.

VQA Means Quality Assurance

Ontario's VQA wines of origin represent a promise of quality and authenticity. Through origin verification, extensive laboratory testing and tasting by an independent expert panel, as well as comprehensive label reviews, VQA Ontario ensures precise adherence to rigorous winemaking standards and label integrity that consumers can trust.

VQA Ontario: Quality Wines of Origin

VQA wines are crafted from grapes grown in Ontario's unique and diverse appellations. Dedicated to producing wines that typify grape character and the distinctive imprint of origin, Ontario winemakers are immersed in the cultivation, interpretation and communication of terroir as it is reflected in their wines, from vineyard to bottle. Clearly, the best wines are a unique reflection of a winemaker's passion inspired and challenged by a sense of place and these qualities of origin. Choosing VQA means choosing quality wines of origin.

VQA Ontario was designated as Ontario's wine authority under the Vintners Quality Alliance Act, 1999 by the Honourable Robert W. Runciman, Minister of Consumer and Commercial Relations. As Ontario's wine authority, VQA Ontario exercises delegated authority to administer and enforce the VQA Act and its associated regulations and is accountable to the Minister of Small Business and Consumer Services and operates under a framework set out in an agreement with the Ministry. The VQA Act sets the framework by which standards for the production of VQA wine and appellations for wine growing regions are established with the following objectives:

- To establish, monitor and enforce an appellation of origin system in accordance with the VQA Act, 1999 that allows consumers to identify wines on the basis of the area where the grapes are grown, the methods used in making the wine and other quality standards;
- To control the use of specified terms, descriptions and designations associated with the VQA appellation system – by both VQA wines and non-VQA wines made in Ontario;
- To act as the wine authority under the VQA Act, 1999, and to participate in discussions with government and other stakeholders which relate to quality wine standards;
- To inform, educate and work with the grape and wine industry, governments and the public to promote the value and benefits of VQA-approved wines.
- VQA Ontario's long term strategic goal is to build a strong and credible appellation system, supported by quality and label integrity, and to raise the recognition and knowledge of each of Ontario's wine appellations and their unique features.



ICEWINE

Ontario's Flagship Product

The most rare and treasured of Ontario's wines is the luscious, intensely flavoured Icewine. Ontario is recognized as producing the world's finest Icewine consistently and continues to win top awards at prestigious wine competitions.

The first Icewine (Eiswein) is believed to have been made in Germany in the late 1700s when freezing weather struck before the grape crop could be harvested. The winemaker persisted, harvesting and pressing the frozen grapes and fermenting the juice to a sweet wine. Germany and Austria continue to produce Eiswein but their moderate European winters do not always provide the cold weather needed to freeze the grapes.

German immigrants to Canada carried on the tradition of Eiswein in their new country, with Icewine being made in British Columbia and Ontario beginning in the 1970s. With almost ideal climate conditions for the reliable production of Icewine – warm summers to ripen the grapes and cold but not too cold winters - Ontario is now a leading Icewine producer since it established the first international credibility for Canadian Icewine when Inniskillin won the illustrious Grand Prix d'Honneur at Bordeaux's Vinexpo wine fair in 1991. Since then, the passion for Icewine continues to build and has never wavered.

How Icewine is Made

In preparation for Icewine season, the grape vines are netted in the autumn when the grapes are ripening to protect them from being devoured by birds. In November, the grapes must be registered with VQA Ontario inspectors and the grape variety, acreage and estimated tonnage is verified. The grapes are then left on the vine until a sustained temperature of minus 8 degrees Celsius or lower is reached. Depending on the season, this could happen anytime from December to February. During the time between the end of the growing season and harvest, the grapes dehydrate and the juices are concentrated and develop the characteristic complexity of Icewine.

During Icewine season, wineries and grape growers keep a careful watch on the weather forecast looking for an optimum stretch of temperatures between -10 and -12 degrees. This temperature range will produce juice in the range of 35 to 39 degrees Brix (roughly equivalent to the percent sugar in the juice). Typically, a period of at least 6 hours is needed to harvest and press the grapes – and it is usually an overnight job. Most small and medium sized wineries harvest by hand, often with volunteers who are enthusiastic Icewine lovers and want to experience the harvest first hand. Warm clothing is required. Mechanized harvesting has been developed very recently and is now an option for larger vineyards.

Once the grapes are harvested, they are pressed in small hydraulic presses under much higher pressure than normal for grapes harvested in the regular season. Because the

grapes are frozen, most of the mass is water, and is left behind as ice in the press. Only a small amount of concentrated juice is extracted. Juice yields for Icewine grapes are much lower than for table wines – with average yields of 500 litres for each acre netted, or approximately 15% of the expected yield for grapes harvested for table wines. This reflects both the losses in grape volume from dehydration while the grapes hang and losses to hungry birds and other animals.

Icewine juice is very sweet and can be difficult to ferment. High sugars can create a hostile environment for the yeast and fermentation stops early, leaving relatively low alcohol and high sugar levels in the finished wine.

Wine character and style

Icewine exhibits rich aromas and flavours of ripe tropical fruits such as lychee, papaya and pineapple. They are sweet but have a firm backbone of acidity that makes them perfectly balanced, not cloying on the palate. Icewines are often enjoyed with desserts or on their own for dessert but also make a perfect complement for rich savoury foods such as foie gras or aged blue cheeses. Icewine is also used as a “dosage” for Sparkling Wine and as a flavourful addition to cocktails.

Grape Varieties

Icewine must be made from vitis vinifera grape varieties or the hybrid variety Vidal Blanc. The most popular varieties used for Ontario Icewine are Vidal Blanc, Riesling and Cabernet Franc. Other emerging varieties made in small lots include Gewürztraminer and Cabernet Sauvignon.

Regulation

Icewine production is regulated in Ontario under the VQA Act and regulations. Strict standards are in place and production is monitored by VQA inspectors from the vineyard to the bottle. Rules cover grape varieties, harvest procedures, winemaking, and testing before the wine is released. No wine may use the term “Icwine” on its label unless it is certified by VQA Ontario. Violators can be charged in Provincial court and subject to fines up to \$100,000.