

The *Vintners Quality Alliance Act, 1999* regulates the use of terms on wine labels. The terms listed in the excerpt from Regulation 406 under the Act can be used to describe VQA certified wines only and are prohibited for any use on non-VQA wines or until such time as a wine has received VQA approval.

Section 6 of the VQA Act states that *“a manufacturer shall not use the terms, descriptions and designations established by the wine authority without its approval.”*

Ontario Regulation 406 lists the specific terms and conditions for their use. The regulations govern all use in association with a wine and apply to labels, containers, signage, and representation on tasting notes, website, advertising etc.

No person shall use the following terms, descriptions and designations unless the wine is approved and the conditions set out in the regulation are satisfied:

- Vintners Quality Alliance
- VQA
- Ontario
- Niagara Peninsula:
  - Niagara-on-the-Lake
  - Niagara River
  - Niagara Lakeshore
  - Four Mile Creek
  - St. David’s Bench
  - Niagara Escarpment
  - Lincoln Lakeshore
  - Creek Shores
  - Beamsville Bench
  - Twenty Mile Bench
  - Short Hills Bench
  - Vinemount Ridge

- Lake Erie North Shore:
  - South Islands
- Prince Edward County
- Estate Bottled
- Vineyard
- Meritage
- Icewine
- Botrytized
- Botrytis Affected
- B.A.
- Totally Botrytized
- Totally Botrytis Affected
- T.B.A.
- Late Harvest Wine
- Select Late Harvest Wine
- Special Select Late Harvest Wine
- Vin de Curé
- Appassimento
- Blanc de Noirs
- Icewine Dosage
- Dosage of Icewine
- Sparkling Icewine

No person shall use a variation of these terms, descriptions or designations, or an abbreviation, logo or graphic symbol thereof unless the wine is approved.

No person shall use a term, description or designation or name that may mislead the consumer as to the quality, content or origin of the wine.