VQA in Ontario
Origin, Quality, Authenticity

VQA sets and enforces the standards for the wine that’s made here. As Ontario’s Wine Authority, we’re appellation obsessed.

▪ **ORIGIN**
Every VQA wine label shows where the grapes are grown – look for it between the VQA letters on the label.

▪ **QUALITY**
VQA enforces winemaking standards and labelling integrity through a rigorous certification program that consumers can trust.

▪ **AUTHENTICITY**
Every VQA wine is 100% grown and crafted in Ontario so you know it is an authentic local wine.

▪ **TASTE THE PLACE**
VQA is about place.
Special places right here at home. Places like nowhere else in the world. Where the soil, the slope, the sunshine, the warmth, the rainfall and the craftsmanship all matter. Together, they give us better grapes. And better grapes give us better wine.
AN EXPLANATION OF APPELLATION HIERARCHY

SINGLE VINEYARD
eg. King Street Vineyard

SUB-APPELLATION
eg. Beamsville Bench

APPELLATION
eg. Niagara Peninsula

DECODING THE LABEL
How to read a VQA wine label

Winery
Vintage
When the grapes were grown
Grape Variety
Appellation
Where the grapes are grown
Certification
Always look for the VQA letters
Capacity
Alcohol by Volume

KING STREET WINES
2016
PINOT NOIR
VQA | NIAGARA PENINSULA | VQA
750 ml 10.0% acl./vol.

VQA Ontario
Ontario’s Wine Authority
www.vqaontario.ca