

VQA Ontario — News & Tips — July 2015

VQA Ontario welcomes new Directors at Annual General Meeting

Congratulations to new Directors Paul Kassebaum (Constellation Brands) and Martin Werner (Ravine Vineyards), and to returning Directors Greg Berti (Andrew Peller) and Bill Redelmeier (Southbrook Vineyards).

The VQA Ontario Board for the coming year is:

- Brian Schmidt (Vineland Estates) – Chair
- Louise Engel (Featherstone Estate Winery) – Vice-Chair
- Paul Kassebaum (Constellation Brands) – Treasurer
- Bill Redelmeier (Southbrook Vineyards) – Secretary
- G. Berti (Andrew Peller)
- J. Clark (Colio Wines)
- K. Douglas (13th Street Winery)
- T. Elenis (Ontario Restaurant, Hotel and Motel Association)
- L. Huff (Huff Estates)
- M. Shenstone (Government of Ontario)
- P. Speck (Henry of Pelham)
- K. Watson (Grape Growers Ontario)
- M. Werner (Ravine Vineyard)

Retiring from the Board was Newman Smith, a long-time Director and Treasurer of VQA Ontario. Newman contributed wise advice and steady financial management to the organization for over 15 years and will be missed. Thank you Newman and congratulations from all of us on receiving the Canadian Vintners Association Award of Distinction.

Keith Bown also recently retired from the Board, having served for 6 years. Keith brought in-depth winemaking knowledge and international experience to VQA, and gave a valuable perspective to our work.

The VQA Ontario 2015 Annual Report is available online at:
www.vqaontario.ca/AboutVQA/AnnualReports/2015/Overview

South Islands declared new sub-appellation

Effective July 1, 2015, a new sub-appellation of Lake Erie North Shore has been created. South Islands are the nine islands in the western end of Lake Erie that comprise the municipality of the Town of Pelee Island. Within the Lake Erie North Shore region, South Islands is Canada's southernmost wine-growing region.

www.vqaontario.ca/Appellations/LakeErieNorthShore/SouthIslands

More evidence appellation adds value

A retail price survey of over 1200 VQA wines in market shows that appellation is a significant part of the value chain. The survey shows that wines labelled with increasingly specific origin, are valued accordingly.

VQA Ontario VQA - \$13
VQA *primary appellation* VQA - \$19
VQA *sub-appellation* VQA - \$26

Within the umbrella of VQA, we encourage you to use your specific appellation to help define and communicate wine character and quality.

TIP OF THE MONTH

Avoid compliance actions by making sure your wine is approved before release. A wine is not approved until all steps of the approval process are completed – tasting, lab analysis, label review – and the final status showing on the VQA website is “approved”. Even if you have passed some or all of the steps, if the wine has not been checked off as approved, it is not approved and is not legal for sale with a VQA label. Don’t forget to confirm the status before stocking the shelf, putting it on your website or shipping it to LCBO. If in doubt, please call us to confirm.