**BENEFITS OF MEMBERSHIP**

Supporting 15 years of Ontario wine industry growth

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**WHY VQA?**

4 GREAT REASONS

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1. **A BETTER PRODUCT**

Winemaker Forums and Winery Report Cards have improved VQA wine approvals by 17% over the last decade.

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2. **HIGHER REVENUES**

Research shows Ontario wine buyers are willing to pay more for wines of origin.

County of origin is a very important or extremely important consideration for 48% of wine buyers surveyed.

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3. **ENHANCED PRODUCT PROMOTION**

Exclusive awards and promotional programs help spread the word about your winery and wines.

**EXCLUSIVE AWARDS**

- Ontario Wine Awards
- Cuvée
- Lieutenant Governor’s Award for Excellence in Ontario Wine

**PROMOTIONAL PROGRAMS**

- LCBO Merchandising
- Wine Country Ontario Media Programs
- Wine Educators
- VQA Marketing Program

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4. **MORE EFFECTIVE PRODUCT DISTRIBUTION**

VQA certification allows distribution via:

- Enhanced LCBO visibility
- LCBO Vintages eligibility
- Ontario Farmers’ Markets
- European Union
- Licensee incentives

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