



## Ontario Government Supports the Domestic Grape and Wine Industry

**June 17, 2020 - Vineland, ON** –Wine Growers Ontario (WGO) thanks the Ontario government for today's announcement on support for the domestic wine industry.

*"Wine Growers Ontario thanks the Ontario government for today's announcement", said Del Rollo, Chair of Wine Growers Ontario. "The Ontario grape and wine industry depends a great deal on sales to restaurants, sales at the winery, tourism and special events such as weddings. COVID-19 has had a dramatic impact on those revenues. Greater access to the LCBO will help to address those lost sales and support Ontario jobs."*

The LCBO continues to be the single largest retailer of Ontario wine. Improved access to those stores and an even greater focus on buying local will help many Ontario wineries make up for sales that have been lost during the COVID pandemic. The LCBO has been a strong partner and supporter of Ontario wines and the announcement today strengthens that commitment to supporting Ontario jobs. Bag in box is a very popular format for Ontario consumers, expanding the number of domestic brands will help the domestic industry better provide choice for consumers in this very important segment of the market.

*"Ontario's grape and wine industry supports 18,000 jobs right here in Ontario. Our competition comes from around the world and is highly subsidized by their governments. Today's announcement will allow Ontario wineries to help address some of the challenges posed by COVID-19. Ontario VQA wines can compete with the best from around the world. We look forward to continuing to work with Premier Ford, Ministers Phillips, Smith and MacLeod, Stan Cho, Sam Oosterhoff and the LCBO as wineries and growers struggle during these challenging times", said Aaron Dobbin, President and CEO of Wine Growers Ontario.*

### **About Wine Growers Ontario**

Wine Growers Ontario represents wineries in Niagara, Prince Edward County and Lake Erie North Shore. Our members are responsible for over 80% of wine produced in Ontario, purchase the vast majority of grapes grown by independent grape growers, make over 50% of wine made from 100% Ontario grapes and are the largest VQA producers in Ontario.

Wine Growers Ontario is dedicated to working collaboratively with our industry partners, government, and consumers, to support and advance public policy, marketing and other efforts to advance the entire Ontario wine industry and the communities where we live and work.

For more information about Wine Growers Ontario please visit our website [www.winegrowersontario.ca](http://www.winegrowersontario.ca) or follow us on Twitter [@WineGrowerON](https://twitter.com/WineGrowerON).

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Source: 2017 Report, Canada's Wine Economy – Ripe Robust Remarkable, Rimerman + Co. LLP