

## Ontario Wine Appellation Authority NEWS & TIPS JUNE 2021

### ANNUAL GENERAL MEETING – JULY 23, 2021

The Annual General Meeting of the Ontario Wine Appellation Authority will be held on July 23, 2021 at 10:00 am. Again this year, the meeting will be held virtually over Zoom. All winery members will receive a formal notice and call for nominations for the Board of Directors by mid-June. If you are interested in running for a position on the Board for a small, medium or large class winery, please feel free to contact [Laurie Macdonald](#) for more information.

### VQA WINERY AUDIT PROGRAM

We continue to work with our colleagues at LCBO to move the VQA compliance audit (currently performed by LCBO) into the overall inspection program run by the Appellation Authority. We expect this transition to take place during the month of July, with VQA audits in their new form beginning by August 1.

The LCBO and Appellation Authority have adapted many of their procedures to the necessities of the pandemic and many liquor regulations have been amended or are under review. We are all revising how we monitor and obtain compliance in light of lessons learned during the past year. As a result of its review the Appellation Authority decided to integrate the VQA audit into its broader inspection and reporting program. The objective of the audit – to verify VQA compliance - remains the same and in the short term, wineries can expect the VQA audit process to continue in its current format. With the goal of a smooth transition for wineries, I am pleased to announce that Peter Harris has accepted the new position of Director, Audit and Compliance at the Appellation Authority. Peter will assume his new role on July 5, 2021.

Over the next few months, as we update our policies to reflect the new structure, we will work with LCBO and the AGCO to explore opportunities to reduce burden in relation to wine audits. We'll keep you informed!

### SAMPLES FOR VQA WINE APPROVAL

Submissions require 2 (750mL) containers of the wine submitted along with your application for approval. Please note that the LCBO laboratory now requires a minimum sample size of 750 mL – if you are sending 375 mL bottles you will need to include an extra bottle for the lab.

### PRINCIPAL DISPLAY PANEL

The VQA letters and Geographical Indication, i.e., VQA Ontario VQA must appear on the principal display panel for your label to be compliant. The principal display panel is defined in regulation and cannot be assigned to any label chosen by the winery.

Where the grapes are grown is an important piece of information. Communicate that your grapes are 100% local by putting the VQA letters and Geographic Indication on the front label in a font size of at least 2.0 mm, or 3.2 mm if you choose not to use the VQA logo.

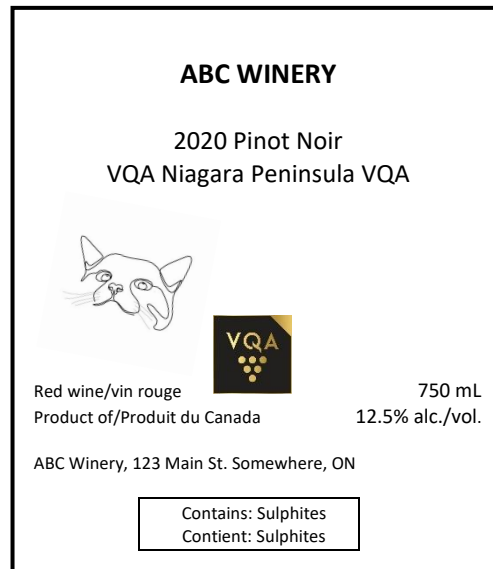
Note that the Principal Display Panel, or PDP, is the front label and it usually includes the brand name of the wine and the image/logo associated with the brand. It is the label that would be visible when the bottle is faced-up on a shelf in your retail store – and the label you would photograph for Instagram. Here is an example of a non-compliant placement of the VQA letters and Geographical Indication.

### **NOT COMPLIANT**

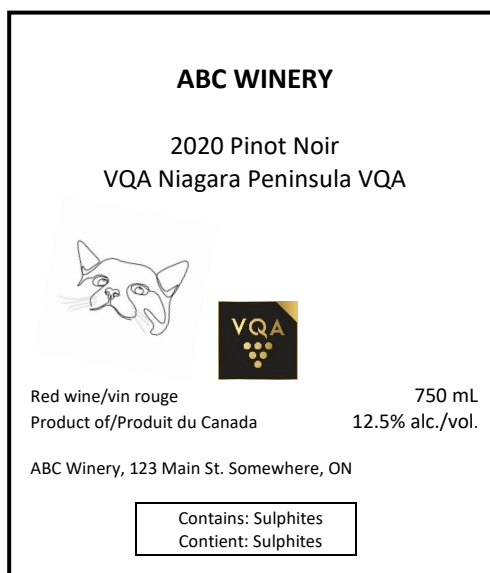
Front label/ Principal Display Panel



Back label



### **COMPLIANT**



As always, if you have any questions please don't hesitate to contact [Katherina.radcliffe@vqaontario.ca](mailto:Katherina.radcliffe@vqaontario.ca).