



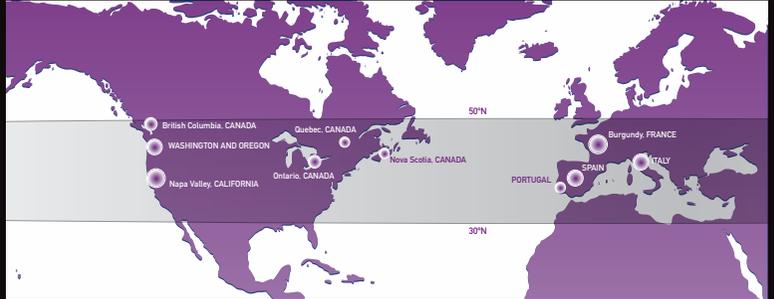
VQA WINES OF ONTARIO

The Ontario Wine Story

THE EPITOME OF COOL CLIMATE

Place is everything when it comes to wine. It's where the sun, the rain, the air and the soil all meet – one special and unique place, like nowhere else on Earth. Cool climates are said to produce the most elegant and exciting wines in the world. Our place is Ontario, and it is the epitome of cool climate.

Latitude:
POISED FOR PERFECTION
41° TO 44° NORTH



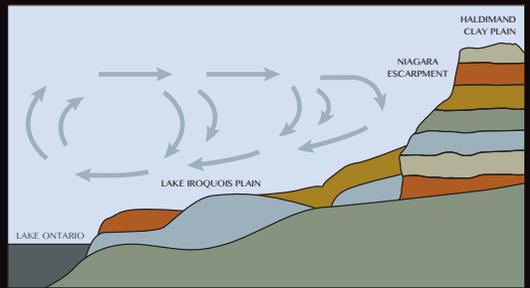
While you might think Ontario is too far north for growing grapes, Ontario's wine regions actually share the same latitude with other well-known wine regions including Tuscany and Oregon. Ontario's angle to the sun allows us to soak up every drop of sunshine needed to ripen classic grape varieties.

Ontario's grape-growing season compares to top internationally recognized wine regions. 110 Days + Fluctuations in Daily Temperature = Perfect Balance + Delicious Fruit Expression.

Lakes:
THE GREAT ONES!
ONTARIO'S MAGNIFICENT MODERATORS

Lakes Ontario, Erie, and Huron – part of the largest freshwater system in the world – shape Ontario's wine regions and play a major role in moderating the extremes of our continental climate. These lakes create the perfect cool climate conditions, giving our wines elegance, structure, food friendliness and good aging potential.

Cool lake air in the spring protects from early bud break and protects against spring frost. Air flow during the growing season moderates hot summer days, maintaining freshness and acidity. Warm lake air in the fall extends the growing season, providing perfect ripening conditions.



Limestone:
IT'S ABOUT OUR ROCKS
500 MILLION YEARS IN THE MAKING

If there were to be a "most famous" soil type for producing fine wine, it would probably be limestone. Ontario's soils in the Great Lakes basin vary from sand to clay to rock, with a high concentration of limestone from an ancient seabed that was exposed to over one million years of glacial activity. Ontario is one of the few wine regions in the world that is founded on limestone, similar to Burgundy and Champagne.

Limestone nutrients and minerality produce a special lift and elegance in our wine.



VQA WINES OF ONTARIO

VQA In Ontario

ORIGIN, QUALITY, AUTHENTICITY

The Ontario Wine Appellation Authority sets and enforces the standards for the wine that's made here. Ontario's Wine Authority is appellation obsessed.

Origin

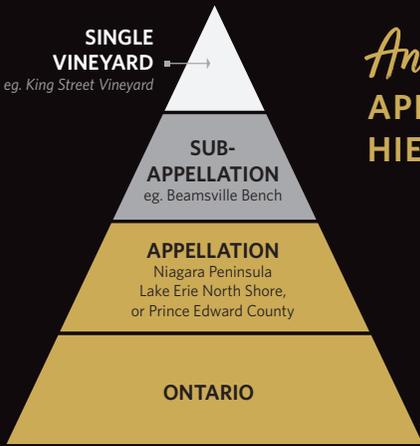
- Every VQA wine label shows where the grapes are grown – look for it between the VQA letters on the label.
Ex: VQA Twenty Mile Bench VQA

Quality

- The Appellation Authority enforces winemaking standards and labelling integrity through a rigorous certification program that consumers can trust.

Authenticity

- Every VQA wine is crafted in Ontario and made with 100% Ontario-grown grapes, so you know it is an authentic local wine.



An Explanation of APPELLATION HIERARCHY

