

Winery Participation

WINERY PARTICIPATION		
LARGE CLASS VQA Sales over 750,000 L	MEDIUM CLASS VQA Sales 100,000-750,000 L	SMALL CLASS VQA Sales less than 100,000 L
5	21	166
TOTAL WINERIES REGISTERED IN VQA PROGRAM 192		

VQA Wine Production Overview

All statistics are for the period of April 1, 2022 to March 31, 2023. These figures are based on wines approved during this period and are calculated using volumes declared at the time of submission for approval. Reported volumes may reflect wines that have not yet been released but will not reflect wines that may be finished but not yet submitted for approval. Statistics for previous years can be found at www.vqaontario.ca in past annual reports.

VQA WINE PRODUCTION OVERVIEW				
Wine Category	No. of Wines	Volume (9L cases)	Change from last year (volume)	Estimated grape tonnage
Table Wine	2058	2,471,607	-9%	30,682
Icewine	53	36,905	198%	1,898
Sparkling	174	267,758	42%	3,324
Late Harvest	20	10,089	7%	182
Other	24	4,764	139%	59
Total	2329	2,791,123	-5%	36,145

Appellation Designated Wines

This table includes all wines labelled with the stated appellation on the principal display panel. These wines must contain at least 85% content from the stated appellation. Wines labelled with one of the ten sub-appellations of the Niagara Peninsula or the South Islands sub-appellation of Lake Erie North Shore must contain 100% content from the stated sub-

appellation. Production of wines labelled with Ontario increased sharply compared with its 35% share last year largely due to a combination of a significant increase in non-vintage wines (up 58%) and moderate increases in the use of hybrid grapes (3% share increase), both of which require declassification to the Ontario origin designation.

VQA WINE PRODUCTION BY APPELLATION DECLARATION		
Appellation	Cases (9L)	% of all VQA wines
Ontario	1,527,346	54.7%
Niagara Peninsula	859,257	30.8%
Sub-appellations	358,261	12.9%
Prince Edward County	28,875	1.0%
Lake Erie North Shore	17,384	0.6%

Grape varieties used in VQA wines

This table includes all VQA wines, including those labelled with grape variety content and those that do not declare the variety(ies) on the label. A total of 52 different grape varieties were used in VQA wines in this reporting period.

VQA WINE PRODUCTION BY GRAPE VARIETY	
Variety	% of total production (by volume)
Chardonnay	17%
Riesling	11%
Merlot	10%
Cabernet Franc	10%
Pinot Gris	9%
Vidal Blanc	8%
Pinot Noir	8%
Cabernet Sauvignon	6%
Baco Noir	6%
Sauvignon Blanc	5%
Gamay Noir	3%
Gewürztraminer	2%
Syrah	1%
Other	4%

Red grape varieties used in all VQA wines – 45%

White grape varieties used in all VQA wines – 55%

Table wines by colour

The table wine category includes white, red and rosé wines. The total volume of white, rosé and red wines produced declined slightly over the previous year. A large majority of red and white table wines continue to declare a grape variety or varieties on the label, while rosés are more likely to be labelled with a proprietary label that does not declare varietal content.

VQA WINE PRODUCTION BY COLOUR AND LABEL			
		Litres	Cases (9L)
White (47%)	Varietal	10,539,672	1,171,075
	Non-varietal	308,812	34,312
	Total white	10,848,484	1,205,387
Red (45%)	Varietal	9,068,741	1,007,638
	Non-varietal	849,065	94,340
	Total red	9,917,806	1,101,978
Rosé (6%)	Varietal	495,722	55,080
	Non-varietal	860,855	95,650
	Total rosé	1,356,577	150,730

Single-varietal table wines

The top four red and white varietals remain the same as in previous years. The gap between Chardonnay and other white varietals widened considerably with a 60 percent increase in Chardonnay and modest declines in the other white varietals. Single varietal Merlot moved from first to third in the list, with a 38% decline over last year.

This table includes the top four varieties used in wines that are labelled with a single grape variety. These wines must contain at least 85% of the stated variety.

VQA WINE PRODUCTION LABELLED WITH SINGLE GRAPE VARIETY (TOP VARIETIES)		
Variety	Litres	Cases (9L)
Chardonnay	3,384,900	376,100
Pinot Gris/Pinot Grigio	1,963,320	218,147
Riesling	1,436,304	159,589
Sauvignon Blanc	1,033,192	114,799
Pinot Noir	1,557,777	173,086
Baco Noir	1,143,257	127,029
Cabernet Franc	969,344	107,705
Merlot	831,903	92,434

Icewine

Icewine production was up substantially from the previous year's production of 12,400 cases, a record low volume year. Although up almost threefold, it is far from highs experienced in the late 2010's of over 100,000 cases.

ICEWINE PRODUCTION BY VARIETY		
Variety	Litres	Cases (9L)
Vidal Blanc	228,586	25,398
Riesling	72,023	8,003
Cabernet Franc	22,155	2,462
Pinot Noir	4,500	500
Cabernet Sauvignon	3,133	348
Others	1,750	194
Total	332,147	36,905

Specialty wine categories

The production volumes in specialty categories increased year over year, with Sparkling up over 40% and the Appassimento, Fortified category doubling.

VQA PRODUCTON - SPECIALTY WINE CATEGORIES		
	Litres	Cases (9L)
Late Harvest and Botrytis Affected	90,801	10,089
Appassimento, Vin de Cure, Fortified, and Liqueur wines	42,875	4,764
Sparkling wines	2,409,823	267,758
Skin Fermented White Wines	121,593	13,510

VQA Wine Sales (Year ending March 31, 2023)

By Volume

VQA SALES BY VOLUME (LITRES)			
	2023	2022	% change
Winery Retail	6,739,180	7,179,639	-6.1
Licensees	3,662,211	2,204,304	+66.1
LCBO (shipped)	9,002,774	10,310,618	-12.7
Farmers Markets	44,305	49,595	-10.7
Other Provinces	1,111,045	1,063,240	+4.5
Export and Miscellaneous	924,297	772,670	+19.6
Total	21,483,812	21,580,066	-0.4



By Retail Value

VQA SALES BY RETAIL VALUE (\$)			
	2023	2022	% change
Winery Retail	186,255,656	189,411,022	-1.7
Licensees	62,012,200	40,637,122	+52.6
LCBO (shipped)	139,751,536	151,957,088	-8.0
Farmers Markets	878,635	972,458	-9.6
Other Provinces	17,653,675	15,430,600	+14.4
Export and Miscellaneous	33,179,449	25,234,929	+31.5
Total	439,731,151	423,643,219	+3.8