



WINERY PARTICATION

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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, 2023 to March 31, 2024. 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	1802	2,169,336	-12%	26,930
Icewine	52	43,795	19%	2,252
Sparkling	188	229,867	-14%	2,854
Late Harvest	14	6,056	-40%	109
Other	28	15,145	218%	188
Total	2084	2,464,199	-12%	32,333

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. The proportion of production of wines labelled with each appellation remained similar to the previous year.



VQA WINE PRODUCTION BY APPELLATION DECLARATION		
Appellation	Cases (9L)	% of all VQA wines
Ontario	1,394,692	56.6%
Niagara Peninsula	730,320	29.7%
Sub-appellations	303,963	12.3%
Prince Edward County	27,590	1.1%
Lake Erie North Shore	7,635	.3%

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 47 different grape varieties were used in VQA wines in this reporting period.

VQA WINE PRODUCTION BY GRAPE VARIETY	
Variety	% of total production (by volume)
Riesling	15%
Chardonnay	13%
Pinot Gris	11%
Cabernet Franc	10%
Sauvignon Blanc	9%
Vidal Blanc	8%
Merlot	7%
Cabernet Sauvignon	6%
Baco Noir	6%
Pinot Noir	5%
Gamay Noir	3%
Gewürztraminer	2%
Syrah	1%
Other	4%

Red grape varieties used in all VQA wines – 41%

White grape varieties used in all VQA wines – 59%

TABLE WINES BY COLOUR

The table wine category includes white, red and rosé wines. Total volumes declined from the previous year due to a smaller crop, with reds dropping the most at approximately 22% in overall volume. White volume dropped slightly (5%) and rosé volume increased 7%. 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 (53%)	Varietal	10,066,893	1,118,544
	Non-varietal	272,896	30,322
	Total white	10,339,789	1,148,865
Red (39%)	Varietal	7,237,148	804,128
	Non-varietal	434,866	48,318
	Total red	7,672,014	852,446
Rosé (8%)	Varietal	511,852	56,872
	Non-varietal	939,979	104,442
	Total rosé	1,451,831	161,315

ICEWINE

Icewine production was up from the previous year's production of 25,400 cases, continuing a recovery to more typical annual production volumes.

ICEWINE PRODUCTION BY VARIETY		
Variety	Litres	Cases (9L)
Vidal Blanc	307,998	34,222
Cabernet Franc	52,455	5,828
Riesling	19,860	2,207
Cabernet Sauvignon	11,900	1,322
Others	1,939	215
Total	394,152	43,795

SPECIALTY WINE CATEGORIES

The production volumes in specialty categories generally declined, with the exception of the Appassimento/Fortified category approximately tripling.

VQA PRODUCTON - SPECIALTY WINE CATEGORIES		
	Litres	Cases (9L)
Late Harvest and Botrytis Affected	54,505	6,056
Appassimento, Vin de Cure, Fortified, and Liqueur wines	136,302	15,145
Sparkling wines	2,068,807	229,867
Skin Fermented White Wines	60,390	6,710

VQA WINE SALES (YEAR ENDING MARCH 31, 2024)

By Volume

VQA SALES BY VOLUME (LITRES)			
	2024	2023	% change
Winery Retail	6,018,703	6,739,180	- 10.7
Licensees	3,607,813	3,662,211	- 1.5
LCBO (shipped)	8,500,627	9,002,774	- 5.6
Farmers Markets	35,693	44,305	- 19.4
Other Provinces	967,812	1,111,045	- 12.9
Export and Miscellaneous	813,224	924,297	- 12.0
Total	19,943,872	21,483,812	- 7.2



By Retail Value

VQA SALES BY RETAIL VALUE (\$)			
	2024	2023	% change
Winery Retail	176,327,357	186,255,656	- 5.3
Licensees	63,625,498	62,012,200	2.6
LCBO (shipped)	114,042,785	139,751,536	- 18.4
Farmers Markets	786,346	878,635	- 10.5
Other Provinces	14,236,653	17,653,675	- 19.4
Export and Miscellaneous	34,502,259	33,179,449	4.0
Total	403,520,898	439,731,151	- 8.2