



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
6	20	168
TOTAL WINERIES REGISTERED IN VQA PROGRAM 194		

VQA WINE PRODUCTION OVERVIEW

All statistics are for the period of April 1, 2024 to March 31, 2025. 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	1956	2,813,418	30%	34,925
Icewine	92	71,165	62%	3,660
Sparkling	201	216,575	-6%	2,689
Late Harvest	22	10,855	79%	195
Other	19	11,366	-25%	141
Total	2290	3,123,379	27%	41,610

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	1,788,918	57.3%
Niagara Peninsula	943,515	30.2%
Sub-appellations	353,699	11.3%
Prince Edward County	26,520	.9%
Lake Erie North Shore	10,727	.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 55 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	14%
Chardonnay	13%
Cabernet Franc	12%
Merlot	11%
Pinot Gris	9%
Cabernet Sauvignon	8%
Vidal Blanc	7%
Sauvignon Blanc	7%
Baco Noir	6%
Pinot Noir	5%
Gamay Noir	2%
Gewürztraminer	2%
Syrah	2%
Other	2%

Red grape varieties used in all VQA wines – 47%

White grape varieties used in all VQA wines – 53%

TABLE WINES BY COLOUR

The table wine category includes white, red and rosé wines. Total volumes of all colours increased from the previous year. With a larger than normal harvest coming immediately after a smaller than normal one, year over year percentages were: Reds up 50%, Whites up 19% and Rosés down less than 1%. 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 (48%)	Varietal	12,051,211	1,339,023
	Non-varietal	221,856	24,651
	Total white	12,273,067	136,674
Red (46%)	Varietal	10,601,265	1,177,918
	Non-varietal	945,328	105,036
	Total red	11,546,593	1,282,955
Rosé (6%)	Varietal	469,258	52,140
	Non-varietal	971,779	107,975
	Total rosé	1,441,037	160,115

ICEWINE

Icewine production was up from the previous year's production of 43,800 cases, continuing a recovery to more typical annual production volumes.

ICEWINE PRODUCTION BY VARIETY		
Variety	Litres	Cases (9L)
Vidal Blanc	438,087	48,676
Cabernet Franc	99,430	11,048
Riesling	70,543	7,838
Cabernet Sauvignon	21,127	2,347
Others	11,297	1,255
Total	640,484	71,165

SPECIALTY WINE CATEGORIES

The production volumes in specialty categories generally declined, except for the Late Harvest category approximately doubling.

VQA PRODUCTON - SPECIALTY WINE CATEGORIES		
	Litres	Cases (9L)
Late Harvest and Botrytis Affected	97,700	10,856
Appassimento, Vin de Cure, Fortified, and Liqueur wines	102,293	11,366
Sparkling wines	1,949,177	216,575
Skin Fermented White Wines	44,314	4,924

VQA WINE SALES (YEAR ENDING MARCH 31, 2025)

By Volume

VQA SALES BY VOLUME (LITRES)			
	2025	2024	% change
Winery Retail	5,989,679	6,018,703	- 0.5
Licensees	3,711,782	3,607,813	2.9
LCBO (shipped)	10,614,170	8,500,627	24.9
Farmers Markets	45,573	35,693	27.7
Other Provinces	845,221	967,812	- 12.7
Export and Miscellaneous	731,253	813,224	- 10.1
Total	21,937,678	19,943,872	10.0



By Retail Value

VQA SALES BY RETAIL VALUE (\$)			
	2025	2024	% change
Winery Retail	175,155,941	176,327,357	- 0.7
Licensees	64,006,812	63,625,498	0.6
LCBO (shipped)	149,672,161	114,042,785	31.2
Farmers Markets	952,844	786,346	21.2
Other Provinces	13,762,335	14,236,653	- 3.3
Export and Miscellaneous	30,105,577	34,502,259	- 12.7
Total	433,655,670	403,520,898	7.5