

## Canadian Wine and Grape Industry Fact Sheet

- The Canadian Wine Industry's **\$6.8 billion economic impact** is a significant driver to the Canadian economy.
- For every bottle of wine produced in Canada, approximately **\$31 of domestic economic impact** is generated.
- The Ontario Wine Industry generates **\$3.3 billion in economic impact**, BC **\$2.0 billion**, Quebec **\$805 million** and **\$196 million** in Nova Scotia. An additional **\$459 million** is generated elsewhere in Canada.
- More than **31,000** Canadians jobs are created in Canada as a result of the grape and wine industry.
- The wine industry generates **\$1.2 billion** in federal and provincial tax revenue and liquor board markup. In taxes alone, the industry contributes **\$879 million** annually.
- Canadians enjoy more than **1 billion glasses** or **220 million bottles** of wine produced by the Canadian wine industry each year.
- Canada welcomes over **3,000,000 visitors** every year through the wine economy, more than four times the number of visitors to the 2010 Winter Olympics in Vancouver.
- The Canadian Wine industry generates **\$1.2 billion in tourism** and tourism employment related economic impact.
- Canada's Wine Economy has **476** grape wineries and over **1,600** vineyards on more than **26,000** acres of land.
- Wine consumption in Canada is growing faster than spirits and beer. Canadian wine industry sales represent only **30%** of all wine sold across Canada providing a significant opportunity for growth.