



For Immediate Release

New Federal Icewine Regulation

Niagara, ON – February 12, 2014 – The Winery & Grower Alliance of Ontario (WGAO) is pleased that the Government of Canada has established a new national standard for Icewine that is consistent with international agreements.

The new national standard requires Icewine to be made exclusively from grapes naturally frozen on the vine, as is already the case in Ontario, the leading exporter of Icewine.

“Canadian Icewine is recognized globally and has established a strong consumer brand equity over decades of sales”, stated Patrick Gedge, President & CEO of the Winery & Grower Alliance of Ontario. “We need to ensure that there are consistent definitions and standards for Icewine across the world, and the Government of Canada decision today is critical for our domestic industry and its future exporting success.”

The Canadian Food Inspection Agency (CFIA) will be responsible to ensure compliance in Canada with this standard, which is imbedded in international agreements such as the World Wine Trade Group Labelling Agreement and the Canada-EU Wine and Spirits Agreement.

In 2012 Canada exported some 223,000 litres of Icewine valued at \$15.5 million. Top export markets for Ontario Icewine include China, United States and South Korea.

About the WGAO

The Winery & Grower Alliance of Ontario is the provinces leading industry association and a member of the Canadian Vintners Association. WGAO members produce over 85% of all the wine in Ontario and represent 89% of all exports made by the Ontario industry.

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