

Canada's Wine Economy

RIPE. ROBUST. REMARKABLE.



Canada's Wine Economy is aging well. From a collection of small vineyards in the Niagara peninsula and the first vintage in the 19th century, to almost 500 wineries coast to coast. Our industry has become world class producers of high quality wines that now proudly contributes \$6.8 billion each year towards the Canadian economy.

Today, Canada's Wine Economy is ripe, robust and remarkable.



\$6.8B

IN TOTAL ECONOMIC IMPACT

ON - \$3.33B
BC - \$2.01B
QC - \$805M
NS - \$196M
OTHER - \$459M



\$1.2B

TOURISM-RELATED ECONOMIC IMPACT

ON - \$644M
BC - \$476M
QC - \$64M
NS - \$34M



31,000 JOBS

More than 31,000 people are employed in Canada throughout the wine economy. From the grape grower in the Okanagan to the winemaker in Niagara, to the cellarhand in Nova Scotia to the sommelier in Quebec, Canada's Wine and Grape Industry is vast and yet varied.

Let's take a closer look. Wine and grapes create employment and new market opportunities across many sectors and industries in Canada. Our locally grown and produced wine generates jobs in small towns, vibrant local communities, and expanding regional destinations.

3,000,000 VISITORS

Canada's Wine and Grape Industry is now as significant to the local Canadian economy as the Australian Shiraz is to Australia or the Napa Valley Chardonnay is to the state of California. Over three million visitors visit Canadian tasting rooms and wineries each year in British Columbia's Okanagan Valley or Similkameen

Valley, and in Niagara, Prince Edward County or Essex Pelee Island Coast in Ontario as well as the growing regions of Nova Scotia and Quebec. In fact, the Canadian Wine and Grape Industry contributes \$1.2 billion in tourism revenue and employment annually to the Canadian economy.



The local wine bar, favourite new restaurant, or in the millions of homes across the country, each year we enjoy over one billion glasses of wine produced by the Canadian wine industry. This is equivalent to 220 million bottles representing award-winning VQA and 100% Canadian wines as well as value-priced International Canadian Blended wines.

All are significant economic drivers to our robust industry, with each bottle of Canadian wine generating \$31 of economic activity annually.

Canada's Wine Economy generates \$1.2 billion in provincial and federal taxes and liquor board mark ups that goes to support government programs to develop communities, infrastructure, education and health care. In taxes alone, the Ontario Wine and Grape Industry contributes \$444 million, British Columbia generates \$222 million, Nova Scotia \$25 million and Quebec \$121 million.



\$1.2B

**PROVINCIAL AND FEDERAL TAXES AND
LIQUOR BOARD MARK UPS**

**ON - \$602M
BC - \$298M
QC - \$161M
NS - \$49M
OTHER - \$100M**

Now more than ever, Canadians are reaching for a glass of wine over spirits and beer. Yet imports still represent about 70% of wines sold in Canada. There is a tremendous opportunity for the Canadian wine industry.

Increased sales of wines produced in Canada not only support growth in our industry, but more importantly, benefit the entire Canadian economy. That's definitely worth celebrating. So, raise your glass of Canadian wine!

Canada's Wine Economy – Ripe, Robust, Remarkable is the most comprehensive research study ever conducted on the Canadian Wine and Grape Industry. Commissioned by the Canadian Vintners Association, the Winery & Grower Alliance of Ontario, the British Columbia Wine Institute, and the Winery Association of Nova Scotia, the independent study was completed by a leading international wine research firm Frank, Rimerman + Co. in 2013.

www.canadianvintners.com
www.wgao.ca
www.winebc.org
www.winesofnovascotia.ca

Printed on FSC® Certified 100% post-consumer fibre, certified EcoLogo, processed chlorine free and FSC® Recycled and manufactured using biogas energy.

