

# News Release

Department of  
External  
Affairs



# Communiqué

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## DEPARTMENT OF EXTERNAL AFFAIRS ANNOUNCES CANADIAN WINES TO BE RECOMMENDED FOR USE AT OFFICIAL FUNCTIONS

The Honourable Pat Carney, Minister for International Trade, today announced the names of a group of Canadian wines recommended to her by an independent panel of experts for use at Department of External Affairs functions in Canada and at diplomatic missions abroad.

Miss Carney made the announcement at a wine tasting organized for the Department by Andrew Sharp, a recognized wine authority and an expert on Canadian wines. Mr. Sharp chose as judges seven leading wine writers whose articles appear in newspapers and magazines across Canada.

Twenty-four wineries participated in the tasting, and submitted a total of 147 wines. External Affairs will recommend to officials that they feature the chosen wines at Departmental functions over the next year. The Department hopes that this will help raise awareness, in Canada and internationally, of the quality of many Canadian wines.

"Even in Canada, few wine drinkers are aware that the best of our wine is on a par with fine wines produced in the more traditional wine-making countries," Miss Carney said.

She noted that wineries in both the Niagara region of Ontario and the Okanagan/Similkameen region of British Columbia have been attracting attention recently by winning awards at international wine competitions.

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Commerce  
extérieur

Canada

DEPARTMENT OF EXTERNAL AFFAIRS, OTTAWA - FEBRUARY 26, 1988  
 CANADIAN WINE TASTING, LIST OF SELECTED CANADIAN WINES

DEGUSTATION DE VINS CANADIENS - LISTE DES VINS CHOISIS  
 MINISTÈRE DES AFFAIRES ÉTRANGÈRES - LE 26 FÉVRIER 1988

PRODUCER/PRODUCTEUR	VINTAGE ANNÉE	BRAND/MARQUE
Brights - Vasseau Cellars (B.C.)	1987	Pinot Noir Sparkling (750)
Chateau des Charmes (Ont.)	1986	Est. Bot. Chardonnay (750) - White
Gehring Bros. (B.C.)	1986	Verdelet (750) - White
"	1986	Johannisberg Riesling (750) - White
"	1986	Ehrenfelser (750) - White
"	1986	Schonburger (750) - White
"	1986	Pinot Auxerrois (750) - White
Grand Pré (N.S.)	1982	Cuvée D'Amur (750) - Red
Gray Monk Cellars (B.C.)	1987	Pinot Auxerrois (750) - White
"	1986	Kerner (750) - White
Hillebrand Estates Winery (Ont)	1986	Eiswein (375) - White
"	1986	Chardonnay (750) - White
"	1986	Seyval Blanc (750) - White
"	NV	Cdn Champagne (750) - Sparkling
"	1986	Marechal Foch (750) - Red
Inniskillin Wines Inc. (Ont)	1986	Gamay Blanc (750) - White
"	1986	Ice Wine (375) - White
"	1986	Riesling Beerenauslese-750 - White
Jordan Ste. Michelle (B.C.)	NV	Johannisberg Riesling (750) - White
Konzelmann Vineyards (Ont.)	1986	Riesling (750) - White
"	1986	Golden October (750) - White
London Winery (Ont)	NV	Cuvée Supérieur (750) - Red
Mission Hill Vineyards (B.C.)	1985	Private Res. Chenin Blanc (750) - White
"	1984	P.R. Chasselas (750) - White
Reif Winery (Ont)	1986	Riesling (750) - White

White Wines Selected 20 labels  
 Red Wines Selected 3 labels  
 Sparkling Wines Selected 2 labels  
TOTAL SELECTED 25

## PROFILE OF THE CANADIAN WINE INDUSTRY

The principal grape-growing and wine-making regions of Canada are located in the Niagara region of Ontario, and the Okanagan/Similkameen region of British Columbia. In 1986, the latest year for which figures are available, there were 50 wineries in Canada, employing about 1,350 people. There are over 1500 grape growers in Canada, approximately 1150 of which supply grapes to Ontario processors and 325 service the British Columbia market. The Labrusca grape is the easiest to produce in Canada and remains the most prevalent. However, Canadian growers have been shifting recently to Vinifera and French Hybrid grapes which, though more sensitive to the Canadian climate than the Lubrusca, are more suitable for producing top quality wines. The move to Vinifera and French hybrid grapes is expected to be a gradual one, given the cost and production restraints associated with making the transition.

While practically all Canadian wine production is consumed domestically, several wineries are making important inroads in foreign markets namely the United States and Pacific Rim countries. Production totalled \$216 million in 1986, accounting for nearly half of the \$476 million Canadian wine market. Exports amounted to \$1 million.

A growing number of Canadian labels are being recognized at prestigious wine competitions around the world, raising the international profile of an industry which is still in its early stages of development. Canadian wineries also contribute to the tourist industry in Canada by offering tours to visitors wishing to sample the local flavour or our wine-making regions.