



VQA WINES OF  
ONTARIO

## Over 95 Ontario VQA Wineries offer free shipping to Ontario Residents

Local wineries make it easy to enjoy VQA wine at home

For Immediate Release

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Vineland, ON – Amidst uncertain times caused by COVID-19, Ontario VQA wineries are doing their part to support social distancing by making it easier for Ontario residents to shop local without leaving home. Most wineries have made the difficult but necessary decision to temporarily close tasting rooms and will reopen when it is safe to do so. In the meantime, over 95 Ontario wineries are offering **free shipping** to Ontarians, with most offers extended until Easter Weekend including April 13<sup>th</sup>, 2020.

While consumers are encouraged to enjoy Ontario VQA wines at home, wineries remain open for business and are taking the necessary steps to ensure the safety and well-being of their customers and employees. Though tasting rooms are closed, many wineries are also offering **curbside pick-up**. [Click here](#) for the list of wineries offering free shipping and for the most up-to-date winery information visit [winecountryontario.ca](http://winecountryontario.ca).

As industries both locally and abroad face a continually evolving set of circumstances, Ontario VQA wineries too, are adapting to help serve their local customers. Like many other independent businesses, local Ontario VQA wineries are small, family-owned businesses and farms that depend on travel to their wineries. The financial implications of these decisions are not taken lightly, but are essential to keep customers, employees and communities safe in these unprecedented times. By offering free shipping of VQA wine to Ontarians, the local wine community is helping keep Ontario residents healthy and safe.

“We have been overwhelmed by Ontarians’ support of Ontario’s grape growers and VQA wineries this week,” said Allan Schmidt, President, Vineland Estates Winery and Co-Chair Wine Marketing Association of Ontario. “During these difficult times we all need to adapt how we go about our lives, and our wine industry is no exception. Ontario VQA wineries are proud that we have the unique ability to share our great, local wines with consumers in a safe and convenient means of home delivery.”

“Our hearts go out to all who have been affected by the outbreak. We’re proud that our industry has come together to navigate through COVID-19 and continue to provide our loyal customers with the wines they love,” said Del Rollo, Vice President, Industry and Government Relations, Arterra Wines Canada and Co-Chair Wine Marketing Association of Ontario. “The health and safety of our customers

and employees is foremost in our minds as we continue to adapt our business practices regularly during this dynamic situation.”

The Ontario wine industry is not alone in these uncertain times – these same challenges face the restaurant and hospitality communities as well. Similar to these local Ontario businesses, the Ontario VQA wine industry is closely connected to the province’s hospitality community and understands how important supporting local is. The Ontario grape and wine industry generates more than 14,000 direct and indirect jobs – many of which are currently in a state of uncertainty. The purchase of each bottle of Ontario VQA wine generates \$98.20 of economic impact for the Ontario economy.

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*The Wine Marketing Association of Ontario is dedicated to promoting the VQA wines of Ontario – both the vintners and the unique qualities of our authentic VQA wines that are made exclusively from 100% Ontario-grown grapes. Wine Country Ontario is dedicated to promoting Ontario’s wine-growing regions – from the wines and wineries themselves to the complete experience of each destination: local cuisine, year-round activities and warm hospitality. Wine Country Ontario is a brand of the Wine Marketing Association of Ontario.*

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