

PINOT NOIR

Snapshot of a core variety:

Region: Ontario (three VQA wine appellations - Niagara Peninsula, Prince Edward County and Lake Erie North Shore and; the Niagara Peninsula is also divided into 10 sub-appellations).

Country: Canada

Geographical coordinates: Between 41 degrees and 44 degrees north and between 77 and 82 degrees west. All three appellations are within three hours of Toronto, Ontario; the Niagara Peninsula (the largest appellation) is approximately 80 km south of Toronto.

Length of growing season (days between last spring frost and first fall frost): Number of Frost Free Days (FFD) varies between 194 and 208 depending on the appellation. Average Growing Degree Days (GDD) in a growing season is 1400.

Major soil types: limestone-based shale, clay loam

Total vineyard area (all types of grapes): 15,000 acres (approx. 6,070 hectares)

Total Riesling acreage: 700 acres (approx. 350 hectare)

Number of wine producers in region (all types of wine): 132

Number of wine producers who produce at least some Pinot Noir: Over 50 wineries in Ontario produce Pinot Noir. It is used in about 5% of Ontario's annual total production.

Average annual size of Pinot Noir crop: 2,500 metric tonnes; average annual production is 1.4 million litres (150,000 cases); 90,000 of these cases are single-varietal Pinot Noirs.

Most common styles of wine: Dry.

Average price and range of prices of Pinot Noir wines: Pinot Noir ranges in price from CAD\$13.00 to CAD\$50.00 (750ml).

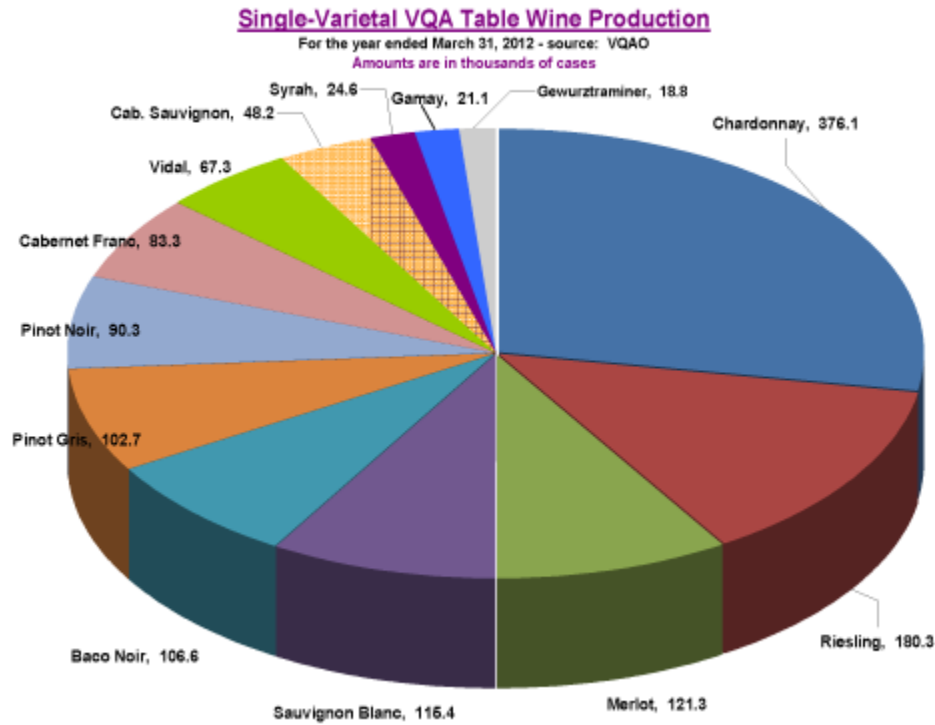
Major markets (countries and/or states/provinces): Primary market is Ontario; U.S., Asia and U.K. for export.

Pie-chart representation of volumes of VQA wines, by grape variety

These two charts show:

1. The volume of single-varietal table wine produced from the major grape varieties grown in Ontario; and
2. The volumes (by percentage) wine produced by each variety that went into the production of ALL VQA wine.

Data is for the year ended March 31, 2012 (source: VQA Ontario)



Percentage of Volume of VQA Wine Produced (from Grape Varieties)

For the year ended March 31, 2012 - source: VQAO

