

*Quality*  
is in our **nature**



*Canada*

## Canadian Icewine

*Winter's Nectar*



Canadian Icewine is a sweet dessert wine renowned for its rich flavours and unsurpassed smoothness. While Icewine is also made in Germany, Austria and the United States, Canada is the only wine-producing region in the world with a climate so cold that its vintners can guarantee an annual production of this highly sought-after product.

Icewine is created from grapes naturally frozen on the vine, a process that generates a thick golden liquid with highly concentrated natural sugars and flavours. The resulting wines are of spectacular quality, with subtle bouquets of peaches, apricots, tropical fruits, honey, toffee, caramel, maple and nuts, depending on the grape varietal used in making the Icewine. The range of grape varieties is continually expanding as producers move to red wine grapes—such as Cabernet Franc—from the traditional Icewine base of Vidal and Riesling grapes. Icewine is also being infused into sparkling wines and spirit-based products, expanding the range of Icewine products even further.



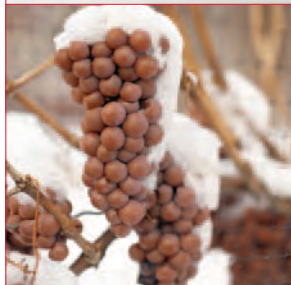
Most Canadian Vintners Quality Alliance (VQA) Icewine comes from Ontario, followed by British Columbia. Quebec and Nova Scotia produce Icewine in smaller quantities.

### **A hard-earned harvest**

Canadian Icewines command premium prices because they are expensive and risky to make. The process begins when the grower leaves a select part of the vineyard unharvested, and waits for Canada's bone-chilling cold to descend. As temperatures fall throughout the autumn and into the winter, the vintner watches anxiously as the grapes endure the natural hazards of wind, rot, hail, sleet, and the predations of hungry birds.



If all goes well, and vineyard temperatures reach  $-8^{\circ}\text{C}$  or lower, the harvest can begin. Icewine harvests often begin at night so that grapes may be picked and delivered to processing facilities before daytime temperatures warm. Grapes must be processed while still frozen. Much of the Icewine grape crop, especially that belonging to small producers, is also picked by hand—a challenging endeavour in the cold conditions!





The yield of grapes to make Icewine is very small compared to that of a normal table-wine grape harvest. Three or more kilograms of grapes will only produce one 375-ml bottle of finished Icewine, while the same weight of fruit, normally harvested, will provide up to 10 times that amount of table wine. However, the results are well worth it. After settling for several days, this golden nectar is aged for several months, allowing the juice to be transformed into an intensely sweet and flavourful, perfectly balanced Canadian Icewine. This wine is an excellent complement to desserts such as cobblers and cheesecake, or to starters such as *foie gras* and *pâté*. And, of course, it is superb when appreciated all on its own.

**Quality guaranteed** 

The sterling quality of Canadian Icewines is guaranteed because of the exacting standards followed by producers. Icewine production is also closely watched by VQA regulatory authorities. Each vintage is carefully monitored to ensure that the Icewine comes from approved grapes grown within a defined viticultural area, and that the grapes are picked and pressed at or below the required temperature of -8°C. The average natural sugar levels of the juice must meet strict criteria and both the alcohol and residual sugar in the finished wine must come exclusively from the natural sugar of the grapes.

It is this stringent approach and meticulous care that ensures Canadian Icewines are genuine and of the highest quality. As further proof of quality, Canadian Icewines continue to receive the highest awards at the world's most prestigious international wine fairs, including Vinexpo and VinItaly.

**Taste the Canadian difference** 

Canada's Icewines appeal to the most discriminating palates and command premium prices around the world. For further information on the Canadian Icewine industry, please visit:

**Government websites**

- Agri-Food Trade Service  
[www.ats-sea.agr.gc.ca](http://www.ats-sea.agr.gc.ca)

**Industry websites**


- Canadian Vintners Association [www.canadianvintners.com](http://www.canadianvintners.com)

 Vintners Quality Alliance [www.vqaontario.com](http://www.vqaontario.com)

 Wines of Ontario [www.winesofontario.org](http://www.winesofontario.org)

 BC Wine Institute [www.winebc.com](http://www.winebc.com)

 Wines of Nova Scotia [www.winesofnovascotia.ca](http://www.winesofnovascotia.ca)

 ICEWINE [ logo ] [www.icewine.com](http://www.icewine.com)



## Canadian Icewine

### Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

#### Canada's Exports to All Countries (HS Code 22042110)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Icewine, in containers holding 2 litres or less	11,588,800	11,602,806	8,614,421	12,035,009	3.9%
Product (Quantity, LTR)	2007	2008	2009	2010	Growth 2007-2010
Icewine, in containers holding 2 litres or less	175,694	193,464	127,858	171,638	-2.3%

#### Canada's Monthly Exports to All Countries (HS Code 22042110, Value \$CAD)

Month	2007	2008	2009	2010
Jan	705,628	888,294	608,773	550,385
Feb	856,653	558,106	567,490	524,104
Mar	931,700	1,023,146	540,173	1,176,017
Apr	629,835	1,141,398	402,650	903,908
May	652,797	846,695	539,114	854,386
Jun	910,738	580,914	461,919	927,251
Jul	456,475	1,436,811	853,054	670,846
Aug	762,002	360,853	441,607	979,717
Sep	1,670,754	1,706,240	631,525	946,444
Oct	1,373,656	1,414,391	1,755,042	1,625,484
Nov	1,352,574	853,928	1,017,113	1,113,605
Dec	1,285,988	792,030	795,961	1,762,862
TOTAL	11,588,800	11,602,806	8,614,421	12,035,009

#### Canada's Exports to All Countries by Province (HS Code 22042110, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	0	1,498	0	32,448
British Columbia	925,975	596,732	946,862	1,275,748
Nova Scotia	0	0	0	3,000
Nunavut	0	0	0	1,794
Ontario	10,506,446	10,937,068	7,146,353	10,183,882
Prince Edward Island	0	1,948	0	0
Québec	156,379	65,560	521,206	538,137

#### Canada's Top 10 Icewine Markets (HS Code 22042110, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	11,588,800	11,602,806	8,614,421	12,035,009	3.9%
China	2,157,300	1,657,209	2,519,011	4,673,747	116.6%
United States	1,810,280	2,725,655	1,266,567	1,579,739	-12.7%
South Korea	2,767,062	2,226,465	1,343,696	1,551,298	-43.9%
Hong Kong	623,713	704,403	352,807	1,027,549	64.7%
Singapore	1,108,240	841,730	1,070,718	955,543	-13.8%
United Kingdom	304,320	540,197	402,706	656,976	115.9%
Japan	723,632	932,974	499,162	381,237	-47.3%
Taiwan	594,432	543,124	322,486	297,639	-49.9%
United Arab Emirates	58,354	30,090	72,831	254,605	336.3%
Malaysia	198,287	207,659	182,348	158,697	-20.0%