

## OntarioWineReview

A bi-weekly newsletter dedicated to helping you discover Ontario's best Wines and Wineries. Enjoyment comes from understanding - Passion comes from understanding more.



**OntarioWineReview Newsletter – 182**  
**May 24, 2012**

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### OntarioWineReview: *Winning the War, But Losing the Battle*

In a recent Financial Post article, wine lovers were given the notion that they were narrowing the gap between themselves and beer drinkers. The article, entitled "Beer losing some ground to wine drinkers" was published in the March 27 edition, here are the numbers that bare that out: the market share of beer has declined to 45% (down 7%) since 2000; market share of wine up to 30% (also a change of 7% in the past decade; and total per capita sales of beer has declined 3.9L per person, while wine is up 2.3L in the five year period between 2006-2011.

All this sounds great for us wine drinkers - more wine sales means that (maybe) we'll see better selection on our shelves and more producers will be petitioning the LCBO for space ... it's also interesting to note how our homegrown wines are (not) faring. And reminds you about how the LCBO is not about the domestic: it's about Big C (Control) and little O (Ontario) ... and that also is borne out of the numbers; to quote the article: "Wineries and liquor stores and their agencies sold \$6.1-billion worth of wines during the fiscal year ending March 31, 2011, up 5% from the previous year. The volume of wine sales increased 3% to 470 million liters during the same period, with imported wine sales growth (4.8%) surpassing domestic wine sales growth (0.5%)."

Ontario is once again losing out. This kind of news would be unheard of in other winemaking parts of the world. Could you imagine if Australian wine topped the list in France, or Argentinean wines were top dog in Italy. If you live in a wine-producing nation your domestic wines should rule the roost ... but here in Ontario that just does not seem to be the case.

Recently I did some fact finding about a certain Ontario based wine club and found that in a province of 13 million, less than half of one percent of the population belonged to a club supporting our local wine (much less - in fact my calculator barely registered the number). Now, it would be nice to find out the membership of French wine clubs in France or Australian wine societies in Oz, but you would also think that these places may not need these kind of boosters considering their wines rank number one in sales in their respective countries.

Argentina for example, consumes 80% of their domestic production locally, and they rank 5th in the world for production, making approximately 16.3 millions hectoliters of wine ... Ontario makes a fraction of that amount, yet our domestic wines can't seem to get a foothold with our own populace. This kinda thing leaves me scratching my head. Why aren't more restaurants featuring Ontario wines ... especially those who get their produce and products locally? Seems we Canadians have always been prudish followers who eat their own, waiting to proclaim our stars only after they've made it big elsewhere (Michael J. Fox, Jim Carrey, Shania Twain - just to name 3 off the top of my head). But unfortunately our wines will not have the same fate ... the Californians won't suddenly

discover Ontario Cabernet Franc and start buying it up like the IPO of Facebook or proclaim Ontario Chardonnay as King of the World. Ontario Riesling won't become an international darling like Sauvignon Blanc did for New Zealand and Ontario Pinot Noir won't suddenly overwhelm the Burgundians with its greatness that they'll pull out their plants screaming, "We cannot compete" (in French). Nope this Ontario wine revolution will and can only begin at home. We have to love what we make before the world will want a piece of it too. But instead of a revolution we seem to have mass revulsion - and that leaves me with more questions than answers. We truly are an odd, insular country when it comes to being proud of our accomplishments, which is in sharp contrast to our nearest neighbours. On his most recent album, Bruce Springsteen sings "We take care of our own ..." you know he's talking about Americans, he's talking about the pride he feels for a land he calls his own. As Canadians we could learn from our neighbours to the south to show some pride in what we do: "Take care of our own" - be nice if one of those places we did that is in the vineyard and on liquor store shelves.



**Grape Guy's Picks of the Bunch: 1 Wine from each of 4 Regions**

**Burning Kiln 2010 Cureman's Chardonnay - \$24.95 (W)**

[www.burningkilnwinery.ca](http://www.burningkilnwinery.ca)

Here's a wine from Ontario's "South Coast" a new wine making area in the province that seems to have had an explosion of wineries popping up. One of those new wineries is Burning Kiln. The name comes from their use of kilns to dry the grapes - a process made popular by their winemaker Andrej Lipinski, for such wineries as Colaneri and Organized Crime ... this wine has no notation about dried grapes so it's made with what Andrej calls "fresh fruit". 9 months in new French oak has given the wine its oaky, buttery notes with a nice touch of spice and a pleasant smoothness on the finish. Price: \$24.95 - Rating: \*\*\* 1/2

**Lighthall Vineyards 2011 Progressions - \$20.00 (W)**

[www.lighthallvineyards.com](http://www.lighthallvineyards.com)

I'm sure I've said in the past that it seems everybody and their dog(s) are getting into the sparkling wine game ... especially in Prince Edward County. Here's Lighthall's entry, the 100% County grown Vidal bubbly done in the charmat method. It's fresh and fruity, peachy and bubbly ... simple yet fun, and a nice alternative to Moscato for the summer months ahead. Price: \$20.00 - Rating: \*\*\* 1/2

**Muscedere 2009 Cabernet Sauvignon - \$30.00 (W)**

[www.muscederevineyards.com](http://www.muscederevineyards.com)

In theory, the Lake Erie North Shore should make better reds in vintages like 2009, which, in Niagara anyway, was lean for the more robust Cabernet Sauvignon and grapes that need more heat and hang time. The nose on this Cab is black cherry dominant with leather and chocolate as back-up. Flavours are rich dark fruits like black cherry and blackberry along with vanilla seasoning and hints of chocolate on the mid-palate. Silky smooth, ready to drink and very enjoyable. Price: \$30.00 - Rating: \*\*\*\*+

**Vineland 2011 Unoaked Chardonnay - \$12.95 (W)**

[www.vineland.com](http://www.vineland.com)

What we have here is a great summer sipper for those languishing-on-the-patio moments. Mac apple, Bosc pear and hints of lime on the nose ... Bosc turns Bartlett on the palate with green apple, limeade and a touch of minerality there's even a pleasing peach linger on the finish. Price: \$12.95 - Rating: \*\*\*\*

**More from the Must Pile ...**

[www.ontariowinereview.com](http://www.ontariowinereview.com)

A bi-weekly newsletter dedicated to helping you discover Ontario's best Wines and Wineries.

Wines tasted last year that did not make it into last year's publications ...

[Chateau des Charmes 2007 Cabernet Franc - St. David's Bench - \\$24.95](#) - (NIAG)

[Chateau des Charmes 2008 Sauvignon Gris - \\$19.95](#) - (NIAG)

[Henry of Pelham 2010 Pinot Blanc - \\$14.95](#) - (NIAG)

[Henry of Pelham 2007 Reserve Pinot Noir - \\$24.95](#) - (NIAG)

[Stoney Ridge NV Passion - \\$24.95](#) - (NIAG)

Availability legend: W (Winery) – L (LCBO/Vintages) – WTH (Winery to Home - OL (On-Line)).

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**Bi-Weekly OWR Updates:** *On the Road* articles - *What I'm Drinking* Reviews

**[On the Road with the Grape Guy:](#)**

Trips, tours and tastings – join me as I review the highs, and sometimes, the lows

*New Reports Coming Soon in the Next Week (or so) ...*

**[Lost and Found \(blog\)](#)**

Wines that got "lost" in my cellar - some are Treasures others Trash ... Find out what happened

**Nothing New This Week**

**[Taste it Again Grape Guy \(blog\)](#)**

Find out what has happened to some of my favourites over the years

**Nothing New This Week**

**[What I'm drinking Tonight \(blog\)](#)**

When it's not an Ontario wine, here's what I'm pulling out of the cellar

**[New Posts Added](#)**

**About 100 wines a day at the All Canadian Wine Championships**

**[Vintages Release \(blog\)](#)**

*Vintages Release for May 26, 2012 coming before the weekend*

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**Terroir 2012 Prince Edward County ...**

Noon to 8PM, Saturday, May 26th in the Crystal Palace Picton, Ontario

This is the annual showcase for new wines from the fabled Prince Edward County Wine Region.

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Find all the details: <http://thecountywines.com/terroir-c131.php>

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**Quick Sips:** *News from around the World of Wine and Here at Home*

**May 2012**

**CAPS Best Sommelier in Ontario Results ...** held on Sunday, April 22nd at The Fifth Grill and Terrace in Toronto. Bruce Wallner has taken the title of Ontario's Best Sommelier and will be heading to the national championships in September along with previous winner, Will Predhomme of Canoe Restaurant.

**The Battle for Crossing with Bottles Heats Up Again ...**

<http://ottawa.ctv.ca/servlet/an/local/CTVNews/20120403/free-my-grapes-cross-border-sales-ban-protests-120403/20120403/?hub=OttawaHome>

**Looking for Winery Investment Opportunities, Check Out Tasmania ...**

<http://news.ninemsn.com.au/article.aspx?id=8465529>

**Andrea Bocelli's Wine Crosses the Pond ...**

[http://articles.nydailynews.com/2012-05-07/news/31614395\\_1\\_andrea-bocelli-winemaking-business-wine-line](http://articles.nydailynews.com/2012-05-07/news/31614395_1_andrea-bocelli-winemaking-business-wine-line)

**Washington Wine Industry a Big Winner During the Recession ...**

<http://www.thenewtribune.com/2012/05/07/2134528/wine-industrys-a-bright-spot-for.html#storylink=cpy>

**The World of Cutesy Labels and "Women's Wines" is a Tasteless One ...**

<http://www.bloomberg.com/news/2012-05-14/wines-targeting-women-are-long-on-legs-short-on-flavor.html>

**Did You Read the Billionaire's Vinegar? Here's Some Follow-Up News ...**

<http://uk.reuters.com/article/2012/05/02/uk-koch-wine-appeal-idUKBRE84119H20120502>

**Meet the Most Powerful Wine Buyer in the World ...**

<http://eater.com/archives/2012/04/27/costcos-wine-buyer-doesnt-think-wine-is-different-than-toilet-paper.php>



**Wine Event Spotlight:** *Two Upcoming Events to Look out for*

**The Pinot Affair ... 2nd Annual ... October 13 & 14, 2012** - tickets on sale June 1st ... find out all you need to know at [www.thepinotaffair.com](http://www.thepinotaffair.com)

**6 Barrels for 6 Chefs ... June 29, 2012 at Huff Estate** - tickets will be going on sale shortly ... see the info at <http://www.six4six.ca/>

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**OntarioWineReview's** bi-weekly newsletter is devoted to the love, enjoyment and promotion of the wines of Ontario and the wineries that make them.



**What can the Grape Guy do for you ...** Michael Pinkus (Grape Guy) provides a variety of wine related services that you might be interested in taking advantage of: he gives lectures, leads seminars, conducts tastings, sets up tours; consults, selects and judges. He also gives interviews, broadcasts, podcasts and writes. [Contact the Grape Guy if you require any of these services or have any questions.](#)



**Psst, Pass It On ...** keep the good wine flowing. Forward this newsletter to your mom in Mimico your uncle in Uxbridge, your great aunt in Grand Bend or any other family member or loved one that you know needs good wine advice.



**Socially Speaking ...**

Follow Michael Pinkus, the Grape Guy's (almost) daily **Tweets** at <http://twitter.com/TheGrapeGuy>. You can become a friend on **facebook**: <http://www.facebook.com/?ref=home#!/mepinkus>.

"Linked In" folks can find Michael at <http://ca.linkedin.com/pub/michael-pinkus/14/704/4b8>

To contact us with feedback, article ideas, comments, concerns or questions – email [michael@ontariowinereview.com](mailto:michael@ontariowinereview.com). We look forward to hearing from you!

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