



Rising Tides in Nova Scotia Canada's Emerging Wine Region

Gillian Mainguy, Executive Director
Winery Association of Nova Scotia

www.winesofnovascotia.ca

Twitter @WinesofNS Instagram @WinesofNS

Facebook @winesofns

The Canadian Context



Nova Scotia

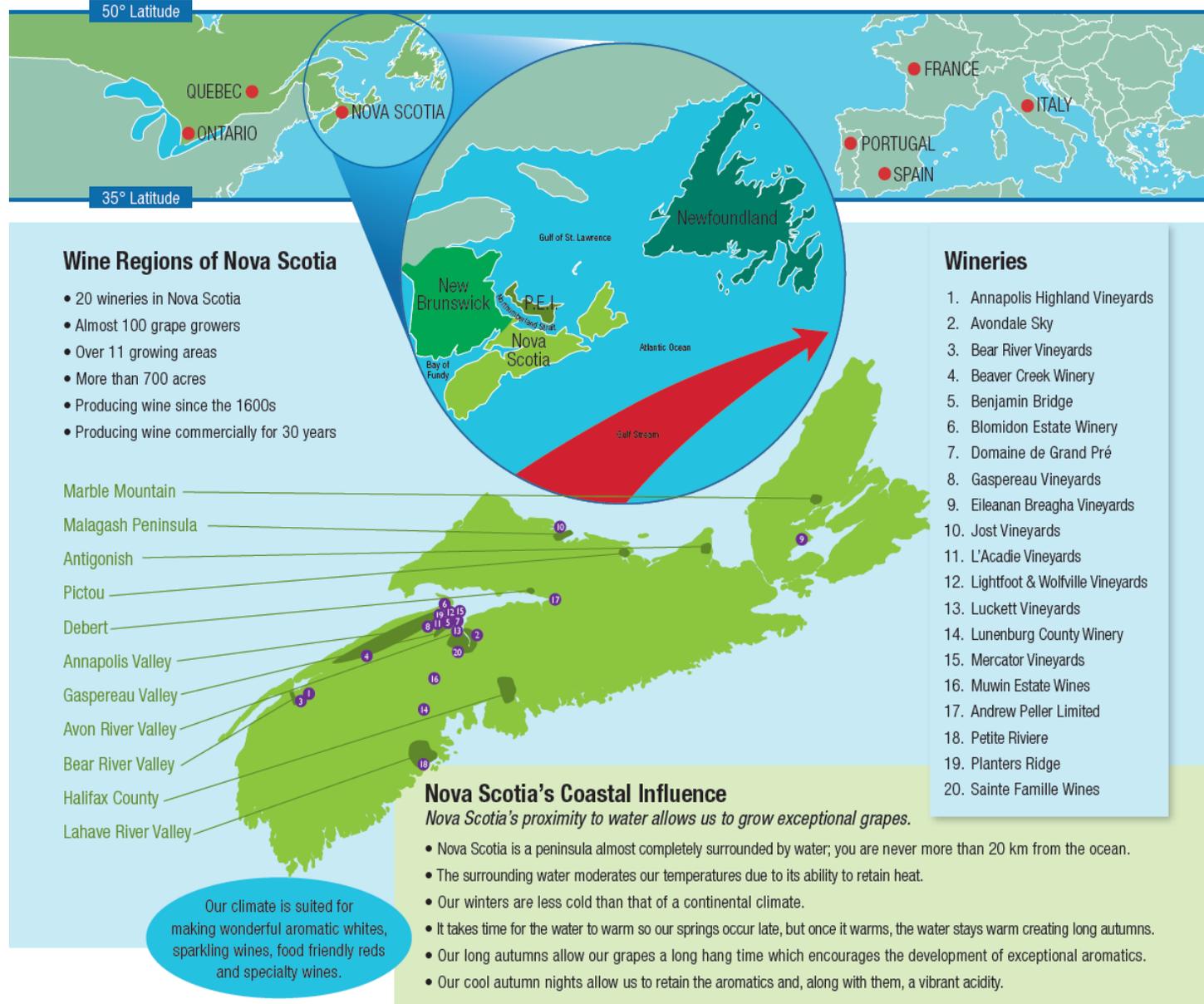


Wines of Nova Scotia

- Nova Scotia is a young & vibrant wine industry in which interesting and unique varietals are permitted, and where innovation and experimentation is openly embraced.
- Located on the same 45 degree latitude as Bordeaux, our soils have been formed and shaped by glacial movements and have ancient and common origins with the soils of Europe including England, France and as far south as Portugal.

Growing Regions

- Marble Mountain
- Malagash Peninsula
- Antigonish
- Pictou
- Debert
- Annapolis Valley
- Gaspereau Valley
- Avon River Valley
- Bear River Valley
- Halifax County
- Lehave River Valley



Weather in Nova Scotia

Weather Station*	Avg Frost Free Period	Max Frost Free Period	Min Frost Free Period	Avg Min Temp. (celcius)	Max Min Temp.	Min Min Temp	Avg Growing Degree Days	Max Growing Degree Days	Min Growing Degree Days
Middleton, Annapolis County (S30)	161.0	190.6	129.9	-23.63	-19.62	-29.92	1024	1130	844
Sheffield Mills, Kings County (S60)	177.0	197.9	153.9	-22.29	-15.96	-27.90	1099	1233	1005
Port Royal, Annapolis County (S80)	168.1	188.0	156.0	-18.54	-14.69	-22.45	953	1154	795
Gaspereau Valley, Kings County (S90)	178.1	212.8	156.7	-21.68	-16.43	-26.26	1108	1257	996

*These numbers represent data collected over an 11 year period (2004 – 2014) at four of the Valley weather :



20 wineries in Nova Scotia
Almost 100 grape growers
Over 11 growing areas
More than 800 acres
Producing wine since the 1600s
Producing wine commercially for 30 years
Total case production 230,000 cases
1264 tonnes of grapes in 2011

Growth over 10 years

2005

9 wineries

335 acres

22 growers

2016

20 wineries

900+ acres

94 growers

Six Main Wine Growing Regions:

Annapolis Valley

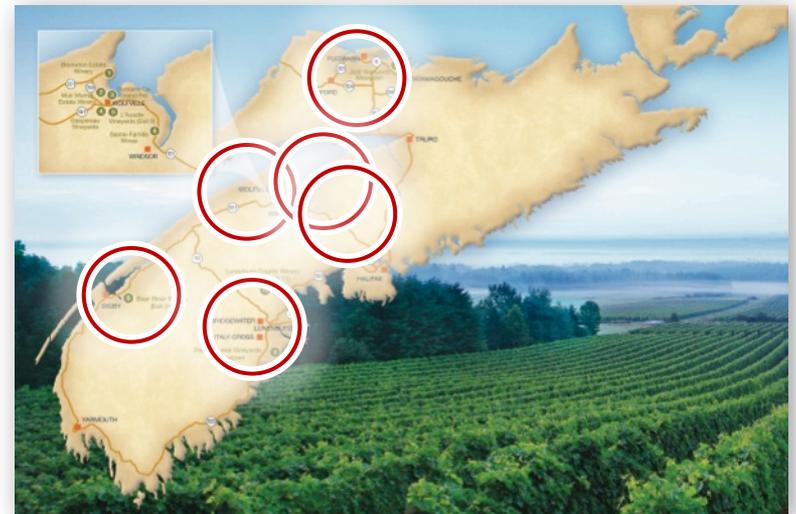
Avon River Valley

Bear River Valley

Gaspereau Valley

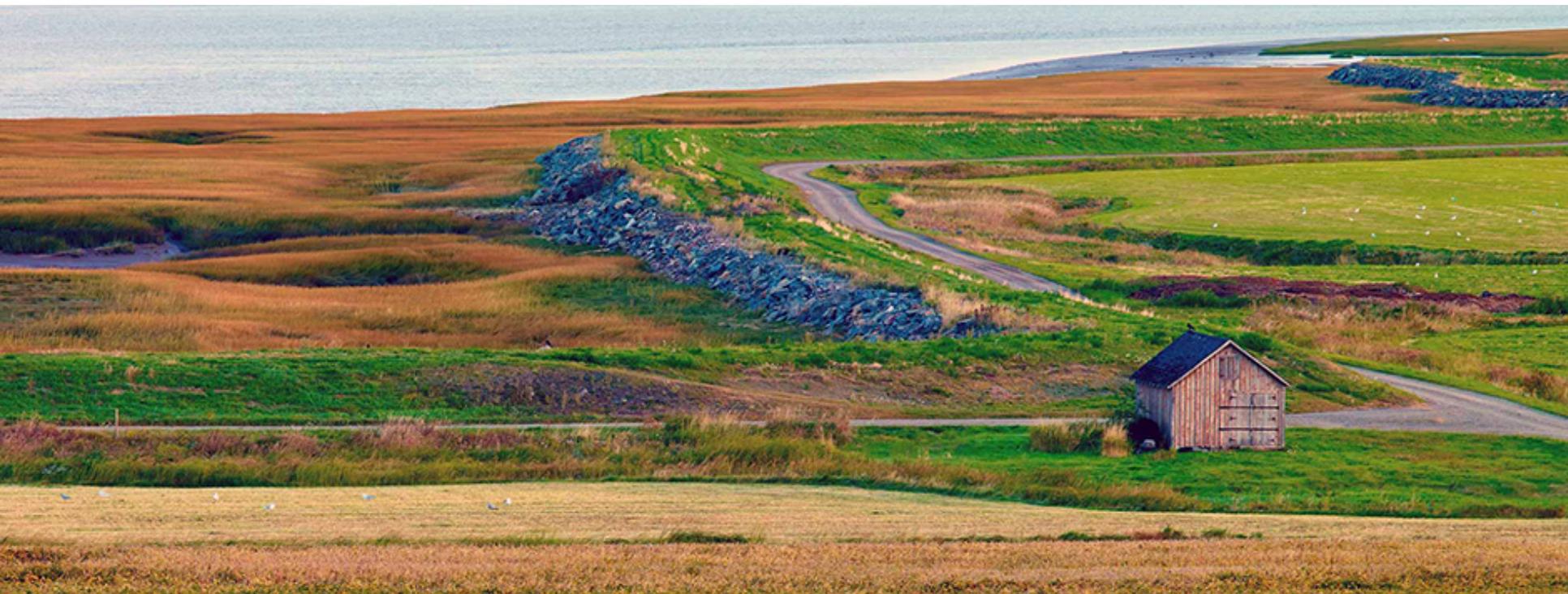
LaHave River Valley

Northumberland Coast



NOVA SCOTIA – A COASTAL PROVINCE

- Nearly entirely surrounded by the Atlantic Ocean and influenced by the warm Gulf Stream.
- No community sits more than 60 kilometres from open sea
- Thousands of kilometres of wind-whipped, rocky shoreline and countless bays and promontories.
- Located at 45° latitude



NOVA SCOTIA - THE BAY OF FUNDY

- A large expanse of water along the Annapolis Valley – eastern Canada's most famous fruit-growing region and the largest grape growing area.
- Home to the largest tidal shifts in the world with an average vertical shift of 14 metres twice a day.
- The sheer energy of these tides ushers in cool breezes and moisture to the vineyards in the summer months while creating a never frozen body of water that provides moderation & humidity in the winter months.



A bottle of sparkling wine is being poured into a flute glass. The scene is set on a table decorated with lit candles, dried citrus slices, and a wire mesh lantern. The lighting is warm and intimate.

WINERY HISTORY

- 1970s - 1st vineyard and winery established- Grand Pre Vineyards
- 1980s - 2nd vineyards and winery established - Jost Vineyards
- 1990s- Growth to 9 wineries
- 2000s - Traditional method sparkling cuvées first crafted by Benjamin Bridge Vineyards
- 2010 - Tidal Bay (white wine) Appellation established
- 2016 - 20 wineries, 800 acres
- 2016 - 100% Nova Scotia wines now sold across Canada, Asia, and in parts of Europe

Nova Scotia Wine Industry Strongly Impacts the Provincial Economy

- **Total Full Time Equivalent Jobs** **854**
- **Total Wages Paid** **\$31 million**
- **Wine Related Tourists** **120,000**
- **Tourism Impact** **\$34 million**
- **Taxes and Liquor Board Mark Up** **\$48 million**
- **Total Economic Impact** **\$196 million**



Grapes Grown

Grape Varietals – Estimates of total production,
70% Hybrid and 30% Vinifera (and shifting)



Hybrids**Vinifera****Whites****Reds****Whites****Reds**

L'Acadie

Leon Millot

Chardonny

Pinot Noir

Seyval

Baco Noir

Riesling

Pinot Meunier

Vidal

Marquette

Pinot Blanc

Gamay

Geisenheim 318

Cabernet Foch

Pinot Gris

Blue Portugieser

Auxerrois

Lucie Kulmann

Ortega

Zweigelt

Kentville White Varieties

Castel

Gewurztraminer

Cabernet Franc

Siegfried

Precoce

Sauvignon Blanc

Geisenheim 319, 322 or 6495-3

Petite Pearl

Chasselas

Minnesota Muscat

Frontenac

Auxerrois

Frontenac Gris

Marechal Joffre

Siegerebe

Cayuga

Petit Milo

Frontenac Blanc

Treminette

New York Muscat

Valvin

French-hybrid Muscat Varieties

(Osceola Muscat)

Aromatics

- Nova Scotia's climate is suited for making wonderful aromatic whites and sparkling wines
- Long autumns allow NS grapes a long hang time which encourages the development of exceptional aromatics.
- Cool autumn nights allow us to retain the aromatics and, along with them, a vibrant acidity.



Owning the Terroir: The Tidal Bay Story

T I D A L B A Y

Nova Scotia's Signature White Wine



Tidal Bay: Ambassador for NS wines

- Since their soft launch in spring 2011, vintage 2010, the awareness of Tidal Bay wines in the province and beyond the province has grown exponentially.
- Tidal Bay wines are the gateway wines for NS, with marked increase seen in consumers wanting to try all of the Tidal Bay wines in a vintage year
- Great appetite for these wines outside of the province, difficulty of interprovincial liquor laws.

Tidal Bay Appellation - Background

- Initial concept of appellation by Peter Gamble in September 2009 brought to Winery Association of Nova Scotia (WANS) in December 2009.
- Gamble's "New Appellation Plan" presented in early 2010, establishment of Appellation Implementation Committee
- Approached some key writers/influencers in the province to ensure the concept would have broad support when introduced.



Tidal Bay –Background

- Early talk of composition for the Independent Tasting Panel
- Soft launch of Tidal Bay wines in the spring of 2011 (2010 vintage)
- Great success and welcomed by consumer – great way to tell the Nova Scotia wines story
- 12 Tidal Bay wines produced for 2014 vintage



Lacadie Blanc

Tidal Bay Appellation

- Independent Tasting Panel gives submissions a Pass or Fail – quality assurance to adhere to the standards
- *Concept*: Fresh, crisp, dryish, still, white with a bright, ‘signature Nova Scotia’ aromatic component
- *Standards*:
 - 1) All grapes used in the making of the wine must be Nova Scotia grown.
 - 2) Permissible Grape Varieties:

Permitted grapes would fit into two very general categories:

 - a) Less emphatically aromatic varieties whose *relative* neutrality serve to enhance the vivid Nova Scotia terroir in the resulting wine, and
 - b) Highly aromatic varieties nevertheless capable, within prescribed maximums, of displaying uniquely Nova Scotian aromatic traits in a blended wine.



Production levels & Sales

- Sales of Tidal Bay at the Nova Scotia Liquor Corporation stores in the province have grown in this segment year over year.
- Case Production Vintage 2014: 10,500 cases
- in most cases wineries doubling production for vintage 2015
- Exploring e-commerce sales initiative with TidalBay.ca





Winery Association of Nova Scotia

- Established in 2002
- Currently 13 winery & 7 associate members
- United voice for the grape & wine industry
- Works closely with Provincial & Federal Government
- Marketing arm of industry “Wines of Nova Scotia”
- Board member, Canadian Vintners Association & close contact with other provincial associations





BB
BENJAMIN BRIDGE

Thank You

Gillian Mainguy

Winery Association of Nova Scotia

gillian.mainguy@winesofnovascotia.ca

902-698-4202

Twitter: @WinesofNS

Facebook: /winesofns

Instagram: @WinesofNS

