



Contact: Amelie Alston

Boreal Berry Farm & Winery

Tel: (705)920-7096

Email: ameliealston@borealwinery.ca

Website: www.borealwinery.ca

Boreal Winery to celebrate new Ontario Liquor Laws with MPP John Vanthof

Warren, Ont, April 12 – On April 29, 2016 at 11:00a.m. Boreal Winery will be hosting a wine and cheese for John Vanthof along with local municipal mayors and councillors. This event will celebrate Ontario's New Liquor Laws and express gratitude for the part MPP John Vanthof had in facilitating those changes.

In the recent past only VQA wines were allowed being sold at Farmers Markets; in addition to various regulations along with higher tax rates limited the growth and sale avenues of fruit wines and ciders.

As released by the OMAFRA Newsroom on February 19, 2016, the final recommendations from the Premier's Advisory Council on Government Assets have been accepted by the government. These new changes will allow fruit wines and ciders to be sold alongside beer on grocery store shelves. The farmer's market initiative will also be accepting fruit wine and craft cider in their program. For some, the greatest news is the possible changes that could come in regards to regulations and delivery costs associated with selling to licensees, a potential savings of up to 31%.

Mr. Vanthof voted yes towards Bill 110 and encouraged the government to act quickly in regards to the proposed changes. This bill will benefit small Wineries and Cideries that produce fruit wines and ciders, and help create fair competition within the industry.

The wine and cheese, (cheese compliments of Thornloe Cheese Inc.) will mark the start of a new season for Boreal Winery and other small wineries within Ontario who are rejoicing at the changes to come.

Boreal Berry Farm & Winery was started in 2011 by Greg & Mira Melien. Their goal was to introduce northern hardy berries and encourage others in growing viable crops within Northern Ontario. It is now Canada's only commercial, Certified Organic Haskap farm and the largest organic specialty fruit orchard in North America. They produce Haskap, Cherries, Saskatoon, Aronia, Seabuckthorn and Lingonberry on their organic, sustainable, and biodynamic farm. The winery, retail store and production facility is located on the farm and uses their fruit in producing wine, ciders, and syrups. The upcoming changes will open the door to various large scale markets ranging from grocery channels and licensee sales, greatly increasing demand. This will require rapid scaling up in production, call for an increase in labour needs and agriculture expansion as they look to increase the size of their own orchard, in addition to purchasing their fruit from other local organic contract farmers. Boreal Berry Farm & Winery looks forward to boosting the agricultural sector and expanding market growth in Northern Ontario with the new sales avenues opened by Bill 110. ###