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### **Tax Exemption on Wine**

From December 14, 2024 to February 15, 2025, sales of wine, beer and cider in Canada will be exempt from the Harmonized Sales Tax (HST). This represents a 13% savings for all winelovers in Ontario who make purchases during this period! This tax break will also apply to such things as restaurant meals, children's clothing, books and print newspapers. The federal government introduced this exemption in an attempt to deliver meaningful savings, with real relief at the cash register, to all Canadians.

We hope this will boost Agency sales and as well as traffic and volume at our Ottawa Tasting Room.

### **Canadian Wine Data - Some sobering stats**

In terms of the volume of wine sold in Canada and wine's share of the Canadian alcoholic beverage market, 2022/2023 was not "a vintage year". Although wine sales rose marginally due to year-over-year price increases, wine sales by volume decreased for the second straight year, falling 3% to 500 million litres, which is the equivalent of 2.2 standard glasses per week per person. Wine was the only beverage category that lost market share in 2022/2023, falling from 30.6% to 29.9% of total sales in Canada, its

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consumption has declined, so too have imports, which fell by 8% from a high of 443 million litres in 2021 to 407 million litres in 2023.

The provinces of Ontario, Quebec and British Columbia are the most populous in the country, representing 40%, 23% and 13% of the total population, respectively. They also account for over 80% of Canada's wine market. There are, however, significant differences between the three. Per capita consumption in Ontario was only 15 litres versus 18 litres in B.C. and 25 litres in Quebec. Annual expenditure on wine mirrors consumption. In 2022/23, Ontario consumers spent an average of CDN\$223.20 on wine, slightly more than consumers on the west coast in British Columbia (\$203.20) but significantly below our neighbour to the east, Quebec (\$377).

Are Canadians losing their taste for wine?

Let's hope not...

**Cheers,  
The B+C Team!**



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