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Happy New Year!

We trust your holidays were filled with family, friendship and fun and that you are looking forward to a productive and peaceful year ahead.

Reflections from our Team

We asked B+C staff to share with us their observations from 2024 - lessons learned, victories (large or small), opportunities for the future. Here are just a few of the things they had to say:

- Despite the ongoing challenges of our market, we increased our volume of imported wine sold year over year by almost 13% and managed to maintain our current Tier 1 Status within the Consignment Program.
- Guests at our Ottawa-area Tasting Room love flipping through the pages of our "Wine Bible" - an extensive leather-bound book that contains tons of info on YOU, our winery partners!
- We achieved our goal last year of becoming Rainbow Registered. We are now accredited as a 2SLGBTQI+ friendly business committed to fostering equality and nurturing a safe, inclusive environment for all.

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Despite the 'doom & gloom' stats we shared with you last month, our experience is that Ontario consumers have a keen interest in wine education.

- 2024 was our best year ever in terms of LCBO retail listings / releases and we are working hard to surpass these numbers in 2025.
- Trendy new Wine Bars are popping up all over the province. People may be drinking less ... but they seem to be experimenting more with wine. This is one trend we can definitely get behind!

LCBO Vintages Product Call

The LCBO released its Jan 29/25 - Mar 19/25 Product Call outlining opportunities for VINTAGES purchases and detailing product specifications and deadlines. The full schedule can be found [HERE](#).

ProWein / VinItaly

Ryan, Rob and Margaret are looking forward to attending ProWein 2025. If you will be too, please email margaret@buyersandcellars.ca to confirm your availability for a meeting and confirm your Hall and Booth number. We will be putting together our meeting schedule in February.

Margaret is also looking forward to attending VinItaly in April and will be following up with our Italian winery partners next month to confirm meeting times.

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



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