

Niagara Grape and Wine Industry Collection, 1929-2005, n.d.

RG 907

Brock University Archives

Creator: Lynne Prunskus

Extent: 60 cm of textual records (2 boxes)
28 photographs

Abstract: The collection consists mostly of promotional material related to the Niagara Grape and Wine industry, including wineries and other industry groups such as the Canadian Wine Institute, Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI), LCBO, Ontario Grape Growers' Marketing Board, Vintners Quality Alliance (VQA), and Wine Council of Ontario. There are also programs and promotional material for the Niagara Grape and Wine Festival.

Materials: News clippings, brochures, booklets, newsletters, media releases, annual reports, programs, photographs

Processed by: Chantal Cameron

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Acquisition info.: Compiled by Lynne Prunskus. Some of the programs and promotional material for the Niagara Grape and Wine Festival were donated by the St. Catharines Museum.

Scope and content:

The collection consists mostly of promotional material related to the Niagara Grape and Wine industry, including wineries and other industry groups such as the Canadian Wine Institute, Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI), LCBO, Ontario Grape Growers' Marketing Board, Vintners Quality Alliance (VQA), and Wine Council of Ontario. There are also programs and promotional material for the Niagara Grape and Wine Festival.

Organization:

Series I: Wineries & Industry Groups, 1929-2004, n.d.

Series II: Press clippings, 1996-1998

Series III: Niagara Grape & Wine Festival Programs and Promotional Material, 1968-2004

Series IV: Publications and Promotional Material, 1976-2005, n.d.

Series V: Photographs, 1981-1988, n.d.

Inventory:**Series I: Wineries & Industry Groups, 1929-2004, n.d.**

- 1.1 Andres Wines, 1978. Contains a leaflet titled *The Andres Wines Story* including a list of international awards from 1971 to 1978.
- 1.2 Barnes Wines Limited, 1982-1984, n.d. Contains several brochures.
- 1.3 Brights Wines Limited, 1929-1989, n.d. Contains brochures; newsletters; wine labels; news releases; wine lists; invitations to the premiere of the Janet Carnochan biography at the Niagara Historical Society Museum; copy of a letter from R.G. Henderson to Louis Cahill re: the history of the Jordan Wine Company (1987); a typewritten obituary of William Brown Cleland from the *Globe & Mail* (1946); copy of an obituary of William John

- Aikens (1937); copy of a letter of appreciation to Mr. Aikens from the staff and employees of the Jordan Wine Company (1929); and an 8-page typewritten document on the founding and early history of Jordan Wines.
- 1.4 Brock University Cool Climate, Oenology and Viticulture Institute (CCOVI), 1998, n.d. Contains a list of the CCOVI Advisory Council; a Brights Wines Ontario retail price list; and brochures and booklets about CCOVI.
 - 1.5 Canadian Wine Institute, 1988-1989, n.d. Contains brochures; an industry profile of wineries by Industry, Science and Technology Canada; a wine fact sheet by the Canadian Wine Institute; a list of Officers and Directors of the Canadian Wine Institute for 1988/89; a list of Officers and Directors of the Wine Council of Ontario; a news release re: the wine industry and fair trade with an attached Canadian Wine Industry petition under section 59 (2) of the Customs Tariff Act (summary); a news release re: the Vintners Quality Alliance (VQA) officially launching its "Appellation of Origin" system for Ontario Wines (1989); and a list of wineries in Canada.
 - 1.6 Cave Spring Cellars, 1995-1999, n.d. Contains a brochure; news article from the Toronto Star featuring Len Pennachetti, president of Cave Spring Cellars (1996); a price list; Cave Spring Benchmark newsletters; and information sheets about specific wines.
 - 1.7 Château des Charmes, 1994, n.d. Contains a brochure; an article from *Wine Tidings* titled "Leaving Labrusca Behind: Innovations at Niagara's Château des Charmes" (1987); news releases; brief biographies of Bosc family members; a list of features, facilities and services; and a price list (1994).
 - 1.8 Conferences and Festivals (non-Niagara Grape & Wine festivals), 2000. Contains a program for the Bloor-Yorkville Wine Festival 2000.
 - 1.9 Cuvée, 1994. Contains three different brochures for Cuvée 1994 with Michael Stadlander.
 - 1.10 EastDell Estates, 1999, n.d. Contains an information package including a news release about the bottling of its first VQA approved wines; a boutique price list; a menu from the Bench Bistro; biographies of key personnel at EastDell Estates; a sheet on the wineries features and facilities; and a sheet about group tour options.
 - 1.11 Henry of Pelham, 1991-1999, n.d. Contains a booklet about their award-winning wines including critical acclaim from the press, news articles featuring the winery, 1997 and 1998 vintage reports, and a price list; a leaflet featuring a brief history of the name Henry of Pelham; a brochure; product information sheets; and a list of summer events (1999).
 - 1.12 Hernder Estate Winery, 1997, n.d. Contains an advertisement for a craft show; and brochures about the facilities and wines.

- 1.13 Hillebrand Estates Winery, 1985-1999, n.d. Contains brochures; an issue of *Wine Country* (1998); an information package from the Ontario Chamber of Commerce containing a news release about Hillebrand Estates Winery and a black and white photo of the winery; two issues of *Wines Images* (the Hillebrand Gazette) and *Hillebrand Estates Reporter*; media releases; a wine label; photo of president George Sorensen; tasting notes from the Wine Writer's Circle Tour (1999); background information on the Vineyard café and icewine; a list of 1999 summer and fall events; a biography of winemaker Jean Laurent Groux; wine award highlights; and news releases and promotional material for Muonier Brut.
- 1.14 Inniskillin Wines, 1981-2003, n.d. Contains advertisements; newsletters; media releases; a photo of icewine grapes being harvested; a wine label; and a booklet featuring Inniskillin Wines.
- 1.15 Jackson-Triggs, n.d. Contains a wine and food pairing guide; and brochures and booklets featuring upcoming events at the winery (2004).
- 1.16 Jordan & Ste-Michelle Cellars, 1985, n.d. Contains several different brochures for winery tours.
- 1.17 Joseph's Estate Wines, n.d. Contains an advertisement.
- 1.18 Kittling Ridge Estate Wines and Spirits, 1987. Contains an advertisement.
- 1.19 Konzelmann Estate Winery, n.d. Contains a brochure.
- 1.20 Lakeview Cellars, 1997, n.d. Contains a newsletter, and introductory brochures with price lists.
- 1.21 Liquor Control Board of Ontario (LCBO), 1995-2001, n.d. Contains price books; brochures containing maps of local wineries; gift-giving guides; entertaining guides; educational program guides; issues of the LCBO publication *Food and Drink*; and news releases re: an LCBO promotion called *The Wines of Ontario* with a corresponding pin.
- 1.22 Magnotta Winery, 1994-1997, n.d. Contains a price list; brochure; and two newsletters titled *Winery Magnotta Report*.
- 1.23 Malivoire, n.d. Contains a brochure.
- 1.24 Marynissen Estates, 1997. Contains two advertisements.
- 1.25 Newark Wines, 1982. Contains a brochure.
- 1.26 Newspaper clippings & miscellaneous articles, 1971-1986, n.d. Contains a leaflet on plum pox; an article from the Financial Post re: an overabundance of grapes in Niagara (1971);

- news clippings on Ontario kosher wines (1985-1986); and a news clipping about a German vintner buying 49% of Newark winery (1982).
- 1.27 Niagara Peninsula Fruit & Vegetable Growers' Association, 1997. Contains a 1997 Convention directory of the Niagara Peninsula Fruit & Vegetable Growers' Association.
 - 1.28 Ontario Grape Growers Marketing Board, 1972-1993, n.d. Contains brochures about Niagara grape and wine tours and Ontario wines; correspondence to grape growers re: registration for Grape Day and a new grape insurance plan (1972); a document titled "Award for marketing the 1973 crop of grapes for processing"; and grape variety information for amateur wine makers.
 - 1.29 Ontario Grape Growers Marketing Board, 1980-1991, n.d. Contains brochures on Ontario wines, grape recipes, Niagara winery tours, fair treatment for foreign wines, and free trade; programs for Ron Moyer Testimonial night and night of appreciation for Brian Nash; a newsletter of the Ontario Grape Growers' Marketing Board (1988); annual report of the Ontario Grape Growers' Marketing Board (1991); a media release about Ontario vineyards flourishing in a harsh economy (1992); and a 1985 information kit.
 - 1.30 Palatine Hills Estate Winery, n.d. Contains a brochure.
 - 1.31 Peller Estates, 1997-2002, n.d. Contains brochures; product information sheets; news releases; and tasting notes from the Wines Writer's Circle Tour (1999).
 - 1.32 Pillitteri Estates Winery, 1997-2004, n.d. Contains brochures and an issue of *McMaster Times* with a feature article on Pillitteri Estates Winery.
 - 1.33 Reif Winery, 1985-1997, n.d. Contains brochures.
 - 1.34 Strewn, Inc., 1997. Contains an advertisement.
 - 1.35 Sunnybrook Farm Estate Winery, 1997. Contains an advertisement.
 - 1.36 Tourism brochures and maps, 1977-2001, n.d. Contains brochures for events in Niagara-on-the-Lake, Gustav's Gallery, and an exhibit titled Vintage Niagara at the St. Catharines Museum; winery tour guides; a booklet on employment opportunities at Niagara-on-the-Lake wineries; a special supplement to *Vines* magazine titled *Wine Escape Niagara*; and a publication titled *Welcome to Wine Country: a tour of good taste!*
 - 1.37 Vintners Quality Alliance (VQA), 1990. Contains a media release re: Grape Blossom Day; a 3-page document on the "flowering of the vine" grape blossom; and an information sheet on Niagara Cycle Tours, vineyards & wineries and the scenic river trail.
 - 1.38 Vincor Annual Reports, 1993-1998.
 - 1.39 Vincor Annual Reports, 1999-2001.

- 1.40 Vincor Press Releases, 1998-2002. Contains news releases about a joint venture between Vincor International and Boisset; information about Boisset's wines; the Boisset Charter of Quality; the Boisset concept; and a news release about Vincor International's continuing record net income and sales.
- 1.41 Vincor Quarterly Reports, 1995-2002.
- 1.42 Vineland Estates Winery, 1985-1999, n.d. Contains a brochure; news release; guest list for the winery opening; wine labels; menu and wine list; and tasting notes.
- 2.1 Wiley Bros. Farms Ltd. Contains a brochure for 100% fruit juices from Wiley's.
- 2.2 Wine Council of Ontario, 1980-1999, n.d. Contains a news release re: Ontario premier Bob Rae promoting icewine in Japan; remarks by Donald Ziraldo at the 1992 Vintage Ontario icewine launch; brochures; winery tour maps; news releases re: icewine; a program for a wine tasting at Queen's Park (1980); and an issue of the Wine Council of Ontario's newsletter *The Wine Cellar*.
- 2.3 Wine Regions of Ontario—Miscellaneous, 1996-2004, n.d. Contains an official guide to the wineries of Ontario (2002); winery tour maps; a 1998 calendar of events for the weekends at Niagara peninsula and Toronto wineries; media release re: Santé, an evening of Ontario Wines and Fine Cuisine supporting the Heart & Stroke Foundation of Ontario; fact sheets about Ontario's wine industry; and 1995 Vintage Ontario icewine tasting notes.

Series II: Press Clippings, 1996-1998

- 2.4 Press clippings, 1996. Contains clippings about wine sales; winery events; wine awards; Brock University's Cool Climate & Oenology Viticulture Institute (CCOVI); winery restaurants; the Niagara Grape & Wine Festival; and how the grape harvest is affected by weather.
- 2.5 Press clippings, 1997. Contains clippings about the Winter Icewine evening at Victoria Park Restaurant; how the grape harvest is affected by weather; the success of the premier grape harvest; the launch of Brock University's Cool Climate and Oenology Viticulture Institute (CCOVI); icewine harvest; an increase in wineries in Niagara; health benefits of wine; the demand for Ontario wines; winery tours; and the Niagara Grape and Wine Festival.
- 2.6 Press clippings, 1998. Contains clippings about the expansion of Stoney Ridge Cellars on new Jordan site; winter icewine harvest; controversy over the expansion of Peller Estates; Donald Ziraldo receiving the Order of Canada; and Cuvée held at Queen's Landing Inn in Niagara-on-the-Lake.

Series III: Niagara Grape and Wine Festival Programs & Promotional Material, 1968-2004

- 2.7 Programs, 1968-1979. Includes official souvenir programs as well as brochures containing programs.
- 2.8 Programs, 1980-1985. Includes a program of events (1980, 1981, 1983); preview booklet (spring 1981); an issue of *Vintage Niagara* (September 1981); brochures with festival highlights (1983, 1984); and a special issue of *What's Up Niagara* magazine about the Niagara Grape & Wine Festival.
- 2.9 Programs, 1987-1989. Includes a program of events (1987, 1988, 1989), and information kits (1988, 1989).
- 2.10 Programs, 1990-1999. Includes a program of events (1990, 1991, 1992, 1994, 1996, 1997, 1998, 1999); a 40th anniversary program of events (1991).
- 2.11 Programs, 2000-2004. Contains a program of events (2000, 2001); a program of events for an Icewine celebration (2002); festival listings advertising feature from the Standard (2002); and festival event listings (2004).
- 2.12 Promotional material, 1978-1999, n.d. Contains a brochure for the 6th annual Run for the Grapes (1983); a communications press report featuring a collage of news clippings about the Festival (1978); a Teacher's Guide to the Grape and Wine Festival; and an information package containing news releases about the "New Vintage Niagara" program and information about Lakeview Cellars and their products including wine labels.

Series IV: Publications & Promotional Material, 1976-2005, n.d.

- 2.13 Wines Regions of Ontario, 1993-2004 (non-inclusive). Contains 10 issues of the publication *Wine Regions of Ontario*.
- 2.14 Various Wine Publications, 1979-2000. Contains issues of *The Ontario Grape Grower* (1979, 1981, 1997); *1990 Intervin Guide to Award Winning Wines*; *Focus: Niagara's lifestyle magazine* (1998); and *Wine Country Celebration* (2000).
- 2.15 Promotional Material, 1976-2005, n.d. Contains a brochure for the *Canadian Wine Notes* newsletter; event schedule for the 3rd annual Great Ontario Wine Industry gathering; a catalogue for Vineyards Wine Shoppe; a map showing site selection for grapes in the Niagara Peninsula (1976); and an Art & Wine collection calendar featuring Vineland Estates Winery, Château des Charmes, Inniskillin icewine, and the Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University.

Series V: Photographs, 1981-1988, n.d.

- 2.16 Photographs, 1981-1988, n.d. Contains 28, 8 x 10 black and white photographs of Niagara Grape and Wine Festival events and participants. Most of the photos have captions and include the parade, grape stomp, grape growers and grape harvests, and grape Kings and Queens.