



Canada: Tariff / Response Update

October 2, 2025

Operation Sunshine

PRESENTING TO:

Export Members

CONTACT:

Danielle Giroux

Paula Oreskovich

Agenda: - Update current status of California Wines in Canada

- Provide an Update of Actions to Influence:

- Governments Fed/Prov in Canada
 - US Administration

- Review upcoming plans and activations

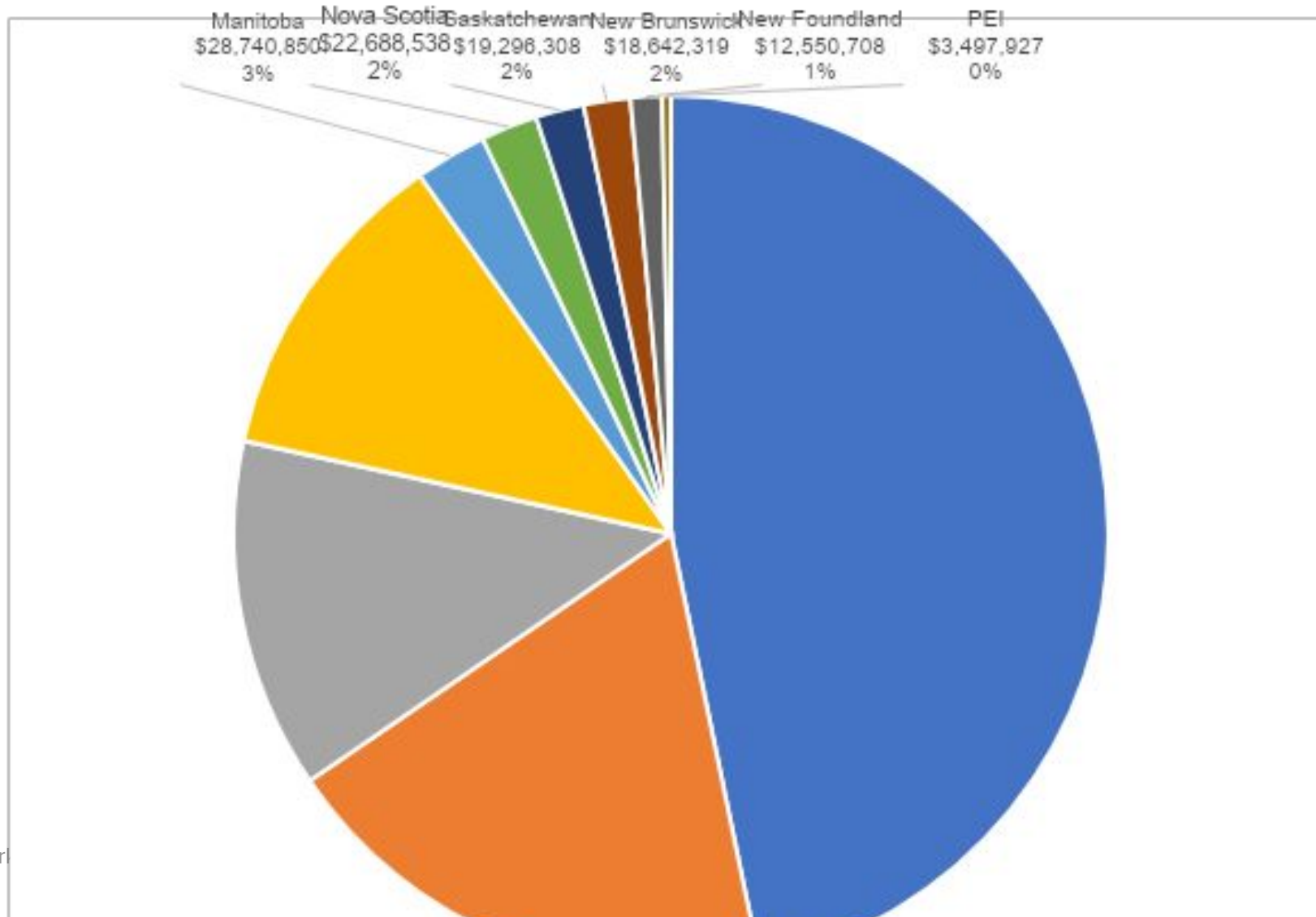
- Speakeasy TO/Montreal
 - Alberta
 - Rest of Canada Events

Canada Retaliatory Measures by Province



Where we were: 6 months ago

USA Table Wines by Province



Million 9 Litre cases
1 Billion in Revenue



Wine Institute: Canadian Advocacy

- New [Canada fact sheet](#) produced for all USG, Hill and media outreach.
- Secured a bipartisan 9-30 Congressional letter to the Department of Commerce and USTR calling on the USG to address the provincial alcohol bans.
- Provincial bans discussed with the U.S. Ambassador to Canada on 9-15. Wine Institute represented by Steve Lohr.
- Asked for Commerce Department assistance in resolving the bans ahead of USMCA renegotiation with the Acting Assistant Secretary for Industry and Analysis on 9-11.
- Met with Canadian Embassy federal officials and Ontario and Quebec provincial representative at the Canadian Embassy on 9-8.
- Ongoing conversations with the USTR Chief Ag Negotiator about strategie

What is next?

10-10 meeting with the Manitoba provincial representative and with USDA political leadership on October 15. Reviewing provincial trade concerns to flag for the USG to raise.

Return to Shelf Plans

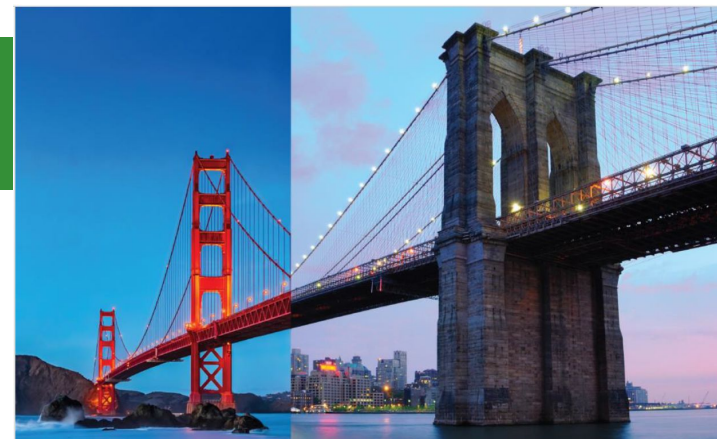
Provincial Update

All provincial liquor boards indicated they are able to easily re-activate removed US wines

- ❑ Operation Sunshine return to shelf plans have been shared with all key provincial liquor boards
- ❑ SAQ: staledated product valued at \$300K of the total \$27 million in US alcohol in inventory was to be destroyed – outrage from public resulted in donation to charities instead.
- ❑ Issuing Economic Harm to Taxpayers of Ontario to Premier – Joint initiative with Spirits Canada: LCBO estimates of over \$100Million in inventory of US alcohol in storage that was bought and paid for
- ❑ BC: Sept 23rd: Premier authorized BC wineries to secure build wine/grapes from other regions – Crafted in BC – wines that are taking US wine shelf space at BCLS
- ❑ Co-alition of U.S Wine Regions delegation to meet with BC Premier Ebby re: Crafted in BC wines

Canada Fall Plans

EUREKA NYC EDITION



" I am still amazed that I knew so little about the California Wines, and it is with pleasure that I will de my best to fill this gap with a renewed curiosity. I hope to be able to share those new finds with my staff and our patrons soon (fingers crossed!).

Simon Bertrand-Girard

Sept 8 : Dinner with Elaine

Sept 9: EUREKA Event and Master Class

VIDEO LINK: <https://youtu.be/JnTUUM3jUy4?si=0hjtHnnhew3M4PWP>

Name	Last Name	Title & Company
Elyse	Lambert	Wine critic Radio-Canada, Consultant Sommelie
Simon	Bertrand-Girard	Sommelier, Les Enfants Terribles
Veronique	Dalle	Sommelier and co-owner, Foxy
Aleksandar	Markovic	Head of F&B, Fairmont La Reine Elizabeth
Joris	Garcia	Sommelier, Le Club Chasse et Pêche
Ashleigh	Forster	Head Sommelier, DaNico Toronto
Megha	Jandhyala	Wine Writer, Wine Align
Christian	Perreault Hamel	Sommelier, Harbour 60
José	Luis Fernández	Sommelier, Langdon Hall
Christina	Brown	Sommelier, Blue Bovine Steak + Sushi House
Alexander	Powell	Master Sommelier



" It was such a fun and meaningful experience, and I'm already looking forward to sharing what I've learned with my staff, guests and Somm-unity. Thanks again for everything!"

Christina Brown

Wine Director, LIBERTY ENTERTAINMENT GROUP



**GOLDEN STATE SPEAKEASY
TASTE THE BANNED WINES**

Toronto: Sept 29

Montreal : Sept 30

2-5 pm

51 wines

40 trade



**SAVE THE
DATE**

MONDAY | SEPTEMBER 29 | 2025

GOLDEN STATE SPEAKEASY
TASTE THE BANNED

A HUSH-HUSH CALIFORNIA WINE EVENT FOR TORONTO'S TOP TRADE

2PM-5PM

BONNE NUIT SPEAKEASY @ LA PLUME RESTAURANT
SPACE EXTREMELY LIMITED. RSVP TODAY.

SECRET PASSWORD REQUIRED AT THE DOOR. NO PASSWORD, NO POUR.

SPEAKEASY SUCCESS



"Just wanted to say it was one of the best tasting event I have been to, love the selection, the number of guest controlled, and the food and environment, thank you for having me." HF Tang / Ju-Raku

**LA
PRESSE**

<https://www.lapresse.ca/affaires/2025-10-01/les-vins-californiens-ne-veulent-pas-se-faire-oublier.php>



Alberta Plans

CORE CAMPAIGN – WE ARE BACK

Plan to launch in Alberta

- Calgary Edition of Globe and Mail
- Calgary Herald
- Timing : Nov 1 and Nov 15 Saturday

Hello, Canadians.
The last few months
have been unusual
and we're sure you
feel the exact same.
Here in California,
we feel frustrated
that we can't toast
our good friends up
North. To say we miss you
and miss sharing a glass of wine with
a good friend. It's such a simple thing. But an
important one. Because when you see a friend
hurting and clearly not happy it gives you pause.
Know this. Those of us who spend our livelihoods
engaged in the timeless art of making wine do it
because we value the things it provides. Shared
experience. Connection with friends and family.

**WE HAVE A LOT IN
COMMON.
AND THAT'S
TRULY
UNCOMMON.**

And that's just naming a few. There are so many.
Hey, we know you all didn't ask for the situation
we find ourselves in. But maybe it's the perfect
moment for two countries who share the world's
longest undefended border to simply stop and
raise a glass. So we can both toast to the idea
that this uncertainty isn't going to last forever
and maybe we should just look forward to the
day when our two nations can get back to the
business of being what we have always been.
Good neighbors and better friends.
Here's to us. Again.



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TASTINGS AND TRIAL



California Wines Investing :

- **Events:**
 - Grape Escapes Nov 14 & 15
 - 3,000 consumers per day



RETAIL PROMOTIONS



California Wines Investing :

- **RSLC:** Optimum points category promotion
- **Willowpark:** tastings and loyalty promo
- Highlander / Bin 905
- Wine and Beyond



CAPSTONE: CAPS

Leverage CAPSTONE Education

Oct 27 Calgary

Oct 28 Edmonton

30 to 40 somms seminars

Devin Rigaux – CAPSTONE wine educator



Balance of Year Plans

ANNOUNCING KICKSTARTER:



From now until June 30 2026 for open provinces only

- **SUPPORT FOR A CALIFORNIA WINES EVENT** (Trade and/or Consumer Tasting or Dinner)

11-20 guests attending \$1,000 CAD

21-30 guests attending \$2,000 CAD

31+ guests attending \$3,000 CAD

- **SUPPORT FOR TRAVEL TO CALIFORNIA**

Head of Sales or Buyer only

1 person \$1,500 per person

2+ people travelling \$3,000

- **Agent Webinar** Oct 8: 2:00pm EDT to kick off



Global Buyers Marketplace –Canada

10 Guests Confirmed

Name	Title	Company
Sergio Flores	Director of Operations	Highlander Wines and Spirits / Bin 905
Dustin Lagler	Sr. Director of Buying West	Loblaws/ RCLS Alberta
Angela Fluery	Sr. Category Director, Alcohol	Loblaws / RSLC Ontario
Dave Smith	Director of Buying	Everything Wine/ BC
Jeremy Pott	Regional Manager and Head Buyer	Cascadia Liquor BC
Jeffrey Roel	Private order and Allocations	Liberty Entertainment Group / ONT
Brad Royale	Buyer	Concorde Group / Alta
Sam Zavari	Director of Beverage	Cactus Club National
Jason Yamasaki	Group Sommelier - Bar Development	Joey's Group National & US
Darren Fabian	Buyer	Pursuit / Banff Jasper Group/ Alta

UPCOMING EVENTS



Whistler Cornucopia: Nov 6-8 California Tasting station
27 wines

Tasting Climate Change: Jan 18-20 Montreal
Master Class 80 somms/media

VIWF 2026: March 11 to 14 2026
Exploring options for wine (DIP)





Thank You

