



Water & Wine:

Making sustainable water-use a reality for Ontario's wineries

March 24th, 2014

"I wish this material was available sooner. If I had this information I could have saved a lot of time and money when we started monitoring water use."

JL Groux,
Winemaker, Stratus

Ontario's wine industry has come a long way.

From the first commercial winery, opened on Pelee Island in 1866, to the flourishing international presence that it is today.

And we want to do better.

Ontario wineries want the same attention to detail that shapes our wines to apply to our operations, so that we can continue to grow. To be respectful of the environment that nurtures our award-winning product, and be leaders in sustainable winemaking.

This is why we created the Water & Wine platform.

Ontario is ready to take that step, and Water & Wine is making it a reality.

"Through member feedback, we realized that Ontario VQA wineries of all sizes experience similar water challenges. By partnering with BLOOM, our industry has been able to properly survey and classify water management issues across the province. BLOOM has also provided wineries a hands-on and practical guidance platform that can be trusted."

Richard Linley
President, Wine Council of Ontario

About Water & Wine:

waterandwine.ca

Informed by a two-year study of Ontario's wine industry, Water & Wine was created to be the practical, online platform for the winery's water needs. Water & Wine allows wineries to make decisions with confidence, and have more time to focus on their product. The platform was designed to be accessible, and flexible -- able to grow alongside Ontario's wine industry. If a winery needs to make a decision involving water, Water & Wine is their first stop.

"We want winemakers to be able to focus on what they do best. Water is a critical business issue – one that can't be ignored – but there has never been a go-to source on water to meet the specific needs of a winery. This is why we created Water & Wine: to save wineries time, and money, while ensuring that they can implement practical and sustainable water management practices."

Kevin Jones,
CEO, BLOOM

Water & Wine:
Make it easier.

Contact:

To learn more about the Water & Wine platform, please contact



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