

Produced by:



Conseil des vins
du Québec

QUEBEC WINES, SIMPLY US



THE WINE COUNCIL OF QUEBEC, A STORY OF PASSION

The Quebec Wine Council (Conseil des vins du Québec, CVQ) is an association that brings together dozens of Quebec wine producers, all united by a passion for winegrowing and wine production. We are committed to being an advocate for key issues related to vintner prosperity, scientific development, knowledge sharing and other areas to help the sector grow and flourish.

The association is also open to all players in the Quebec wine industry.

The CVQ is more than 80 members who have a common goal: to grow and promote the Quebec viticulture industry one cuvée at a time

NOTE TO READER

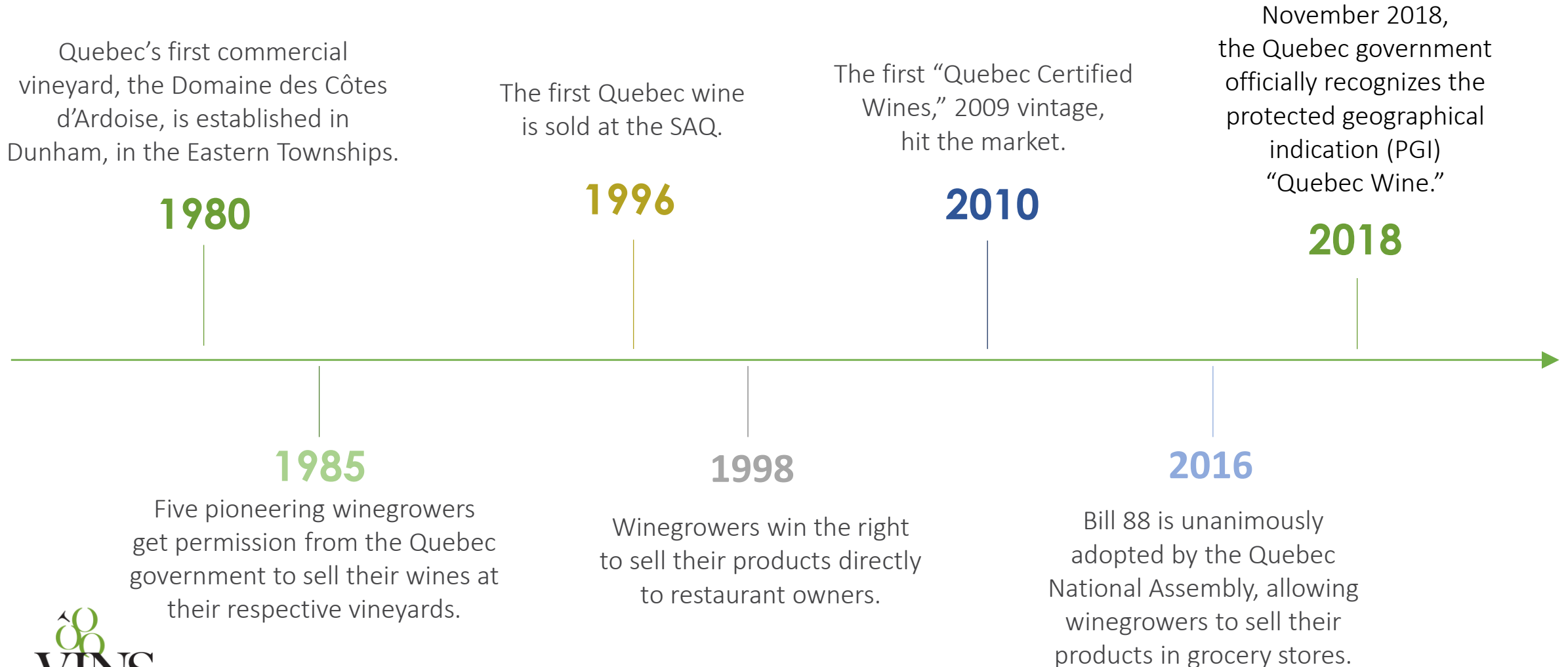
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For more information on the CVQ: vinsduquebec.com/en/



The brief history of fine wines...

Important dates for Quebec's vineyards



NUMBERS THAT SPEAK FOR THEMSELVES

146

producers hold permits allowing them to produce artisanal wines in Quebec.

800

In Quebec, about 800 hectares are devoted to growing grapes.

3.8%

3.8% of Canada's wines are grown in Quebec.

23

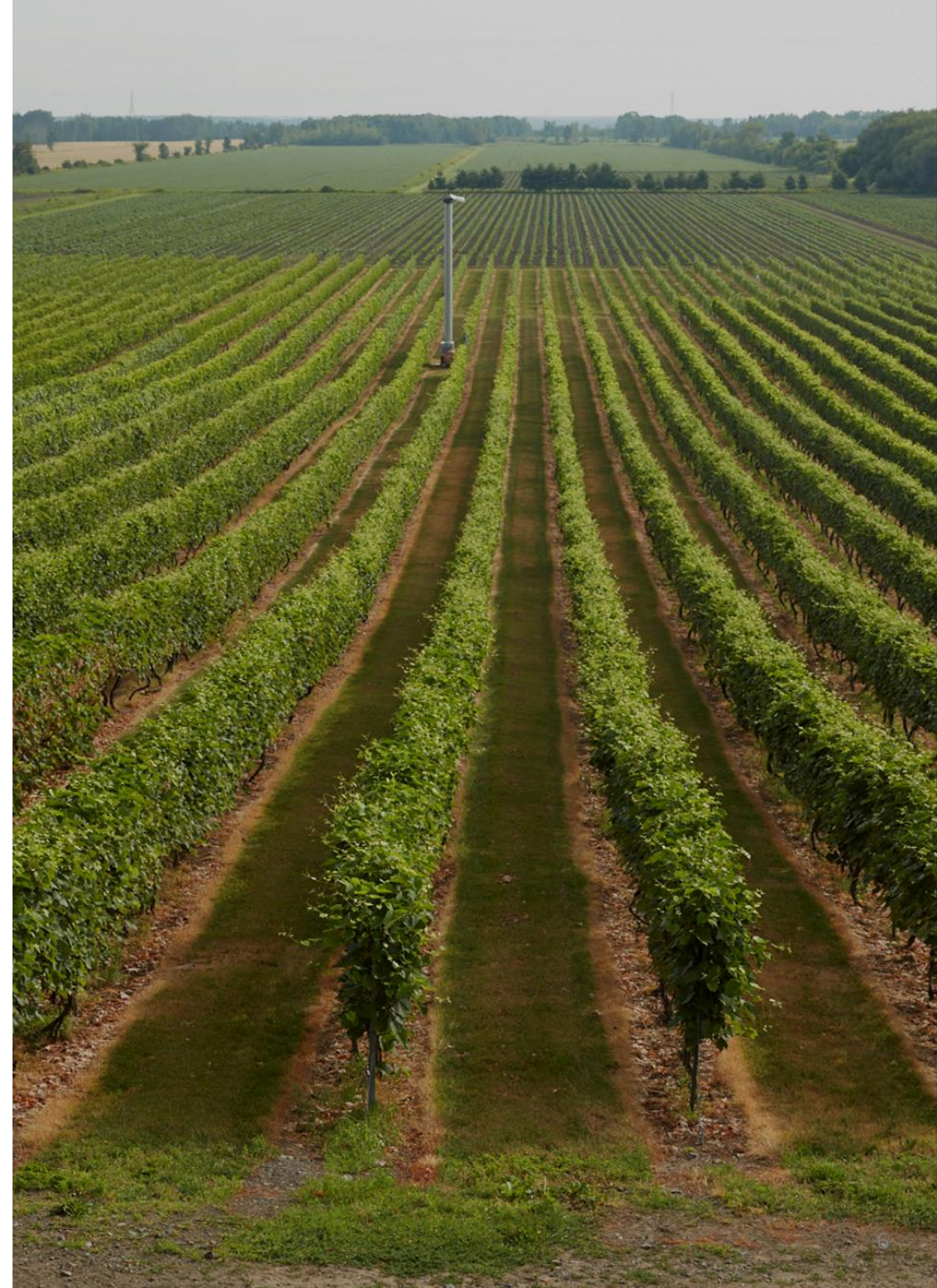
Each Quebecker consumes an average of 23 litres of wine every single year. That's 1.5 times more than any other Canadians!

2.5 million

In Quebec, about 2.5 million bottles of wine bottle are annually produced - more than double from 5 years ago

A number of factors play a positive role in the growth of Quebec's wine industry

- ▶ Protected geographical indication (PGI)
“Quebec Wine.”
- ▶ Greater local consumption
- ▶ Higher margins for winegrowers
- ▶ Bill 88
- ▶ The coming together of winegrowers

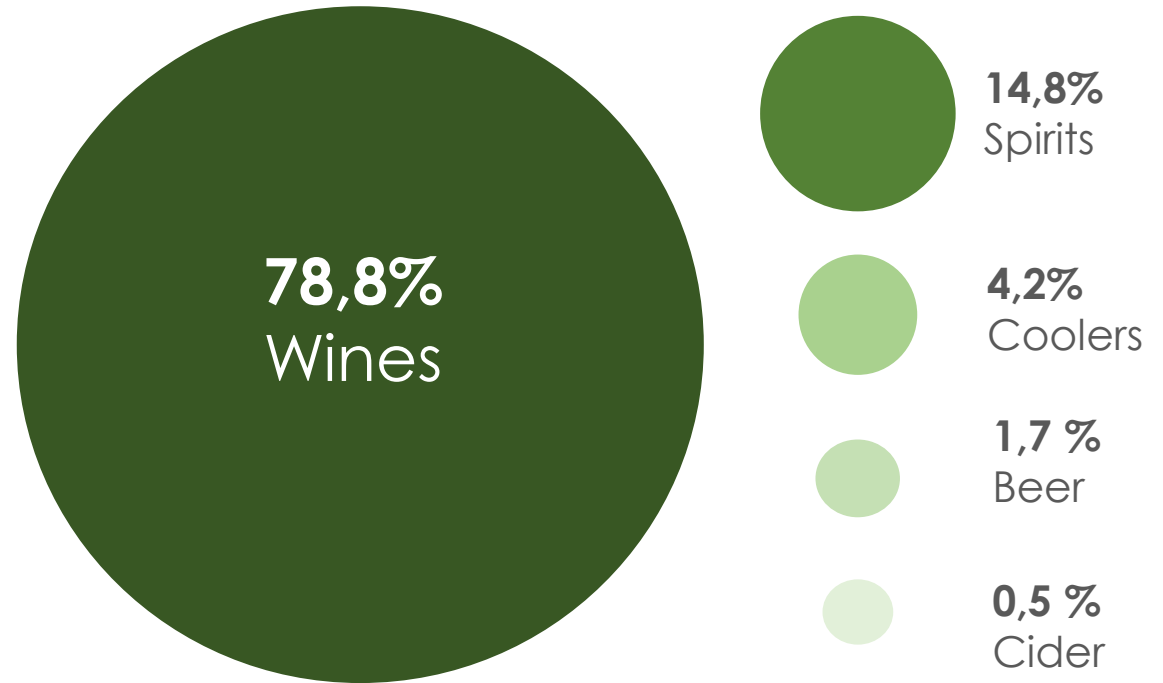




Wine Consumption Trends

CONSUMERS CONTINUE TO CHOOSE WINE

« True to their habits, Quebecers continue preferring wine over all other products sold in SAQ stores. »



Quebec wines: Major growth

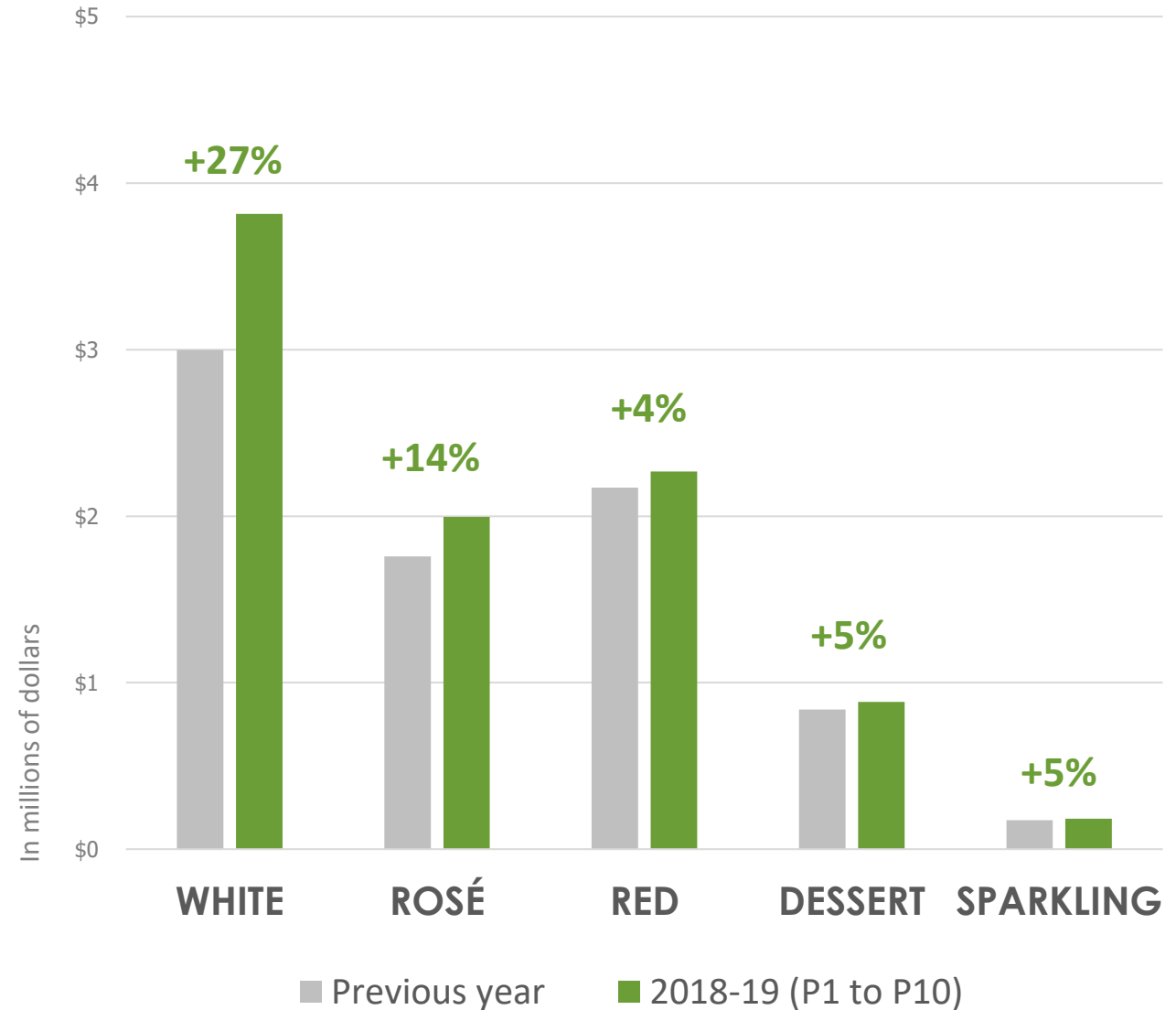
Quebec wines grew by +16% over the last year (2018-2019, P1 to P10).

This increase follows on the heels of a 10% increase in the previous year.



Source: SAQ

Sales of Quebec wines
at the SAQ



But **Quebec wines**
still represent
a small share
of the market (1%).

Still wines by country of origin

(volume sales)

France	29.2%
Italy	24.6%
United States	10.7%
Spain	8.4%
Australia	6.0%
Portugal	4.8%
Chile	3.6%
Canada	2.8% (including Quebec)
South Africa	2.6%
Argentina	2.6%
Other	4.7%

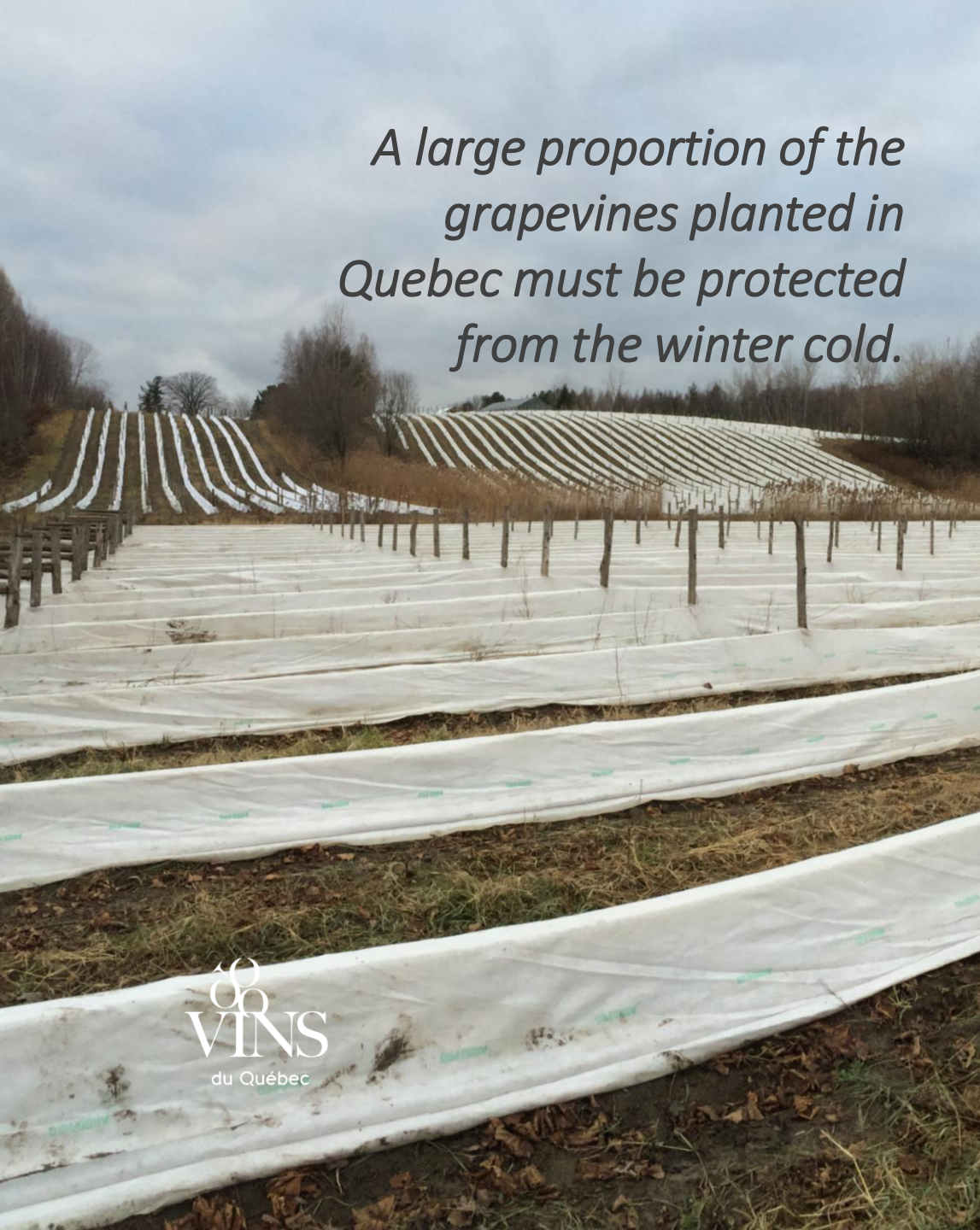


Producing wine in Quebec

Demanding weather— innovative winegrowers!

“Winter is both an enemy and an ally. It is at the heart of all of Quebec’s vineyards and is what gives them their unique character. Learning to work with it is in the job description.” –

***Matthieu Beauchemin,
Winegrower, Domaine Nival***



*A large proportion of the
grapevines planted in
Quebec must be protected
from the winter cold.*

RISKS DURING GROWING SEASON

Quebec winegrowers have had to be twice as resourceful, strong-willed and determined in order to prove that it is possible to grow grapes to full maturity and produce local wines; And good ones at that!

Several techniques have been developed or adapted to protect the vines from Mother Nature's mood swings.

SURVIVING QUEBEC'S WINTER

Winter can be fatal to some grapevines. Contrary to popular belief, it is not the snow, which falls everywhere in Quebec, that is the problem. It actually serves as an excellent source of insulation for the grapevines.

It is, in fact, the cold weather that can damage some vine varieties.



IGP Vin du Québec: A renowned authenticity

In November 2018, the Ministry of Agriculture, Fisheries and Food officially recognized the protected geographical indication (PGI) “Quebec Wine.”

It guarantees a product’s traceability throughout the entire production process— from harvesting the grapes to bottling the wine.



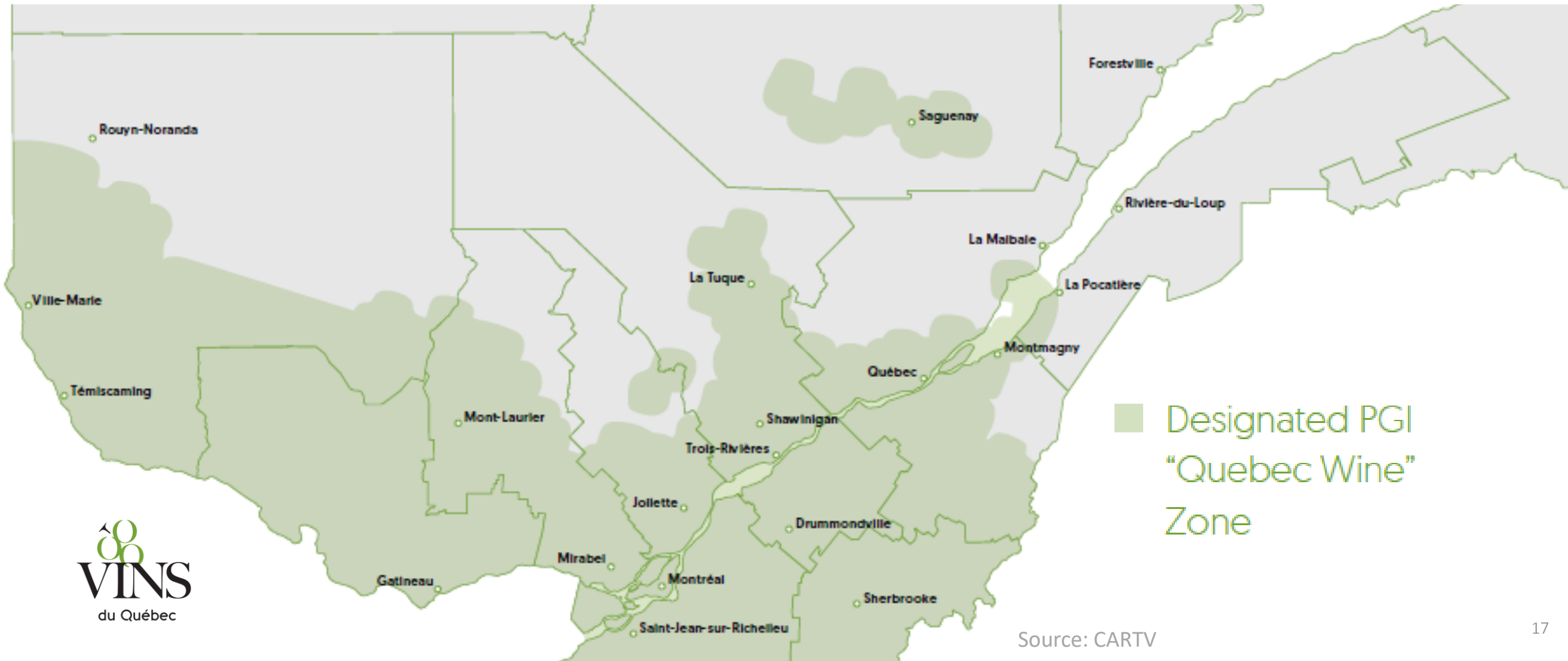


Control from field to bottle

VITICULTURE	VINITIFICATION AND BREEDING	BOTTLING	CHEMICAL ANALYSIS	ORGANOLEPTIC ASSESSMENT
Ensure compliance with field standards and best practices to ensure the production of quality grapes and development of the agricultural territory.	Ensure the origin of the grapes and the quality of the ingredients, as well as the preservation of their intrinsic characteristics.	Ensure compliance with high standards regarding the safety, security and traceability of wines during bottling.	Testing is performed by an independent laboratory to ensure that the finished product meets Canadian food standards.	Each wine is subjected to an organoleptic assessment to ensure that it is free from defects.



PGI « Quebec Wine » geographic area





Grape Variety

*The winegrowers
craft is planting the
right grape in the
right place— where
the soil is rich, and
the climate is
favorable.*

HYBRIDS

A hybrid is a cross between two different grapes—often a common grapevine *Vitis vinifera* and another, heartier variety.

VITIS VINIFERAS

Common grapevines *Vitis vinifera* are the most popular and well-known grape varieties in the world. Everyone has heard of Pinot Noir, Riesling, Chardonnay and other Sauvignons. Considered “classic” or “noble,” these varieties are more vulnerable to the cold and susceptible to disease.

The most popular grape varieties in Quebec

WHITES

Chardonnay
Frontenac Blanc
Frontenac Gris
Pinot Gris

Riesling
Seyval
St-Pépin
Vidal

RED

Frontenac Noir
Maréchal Foch

Marquette
Pinot noir

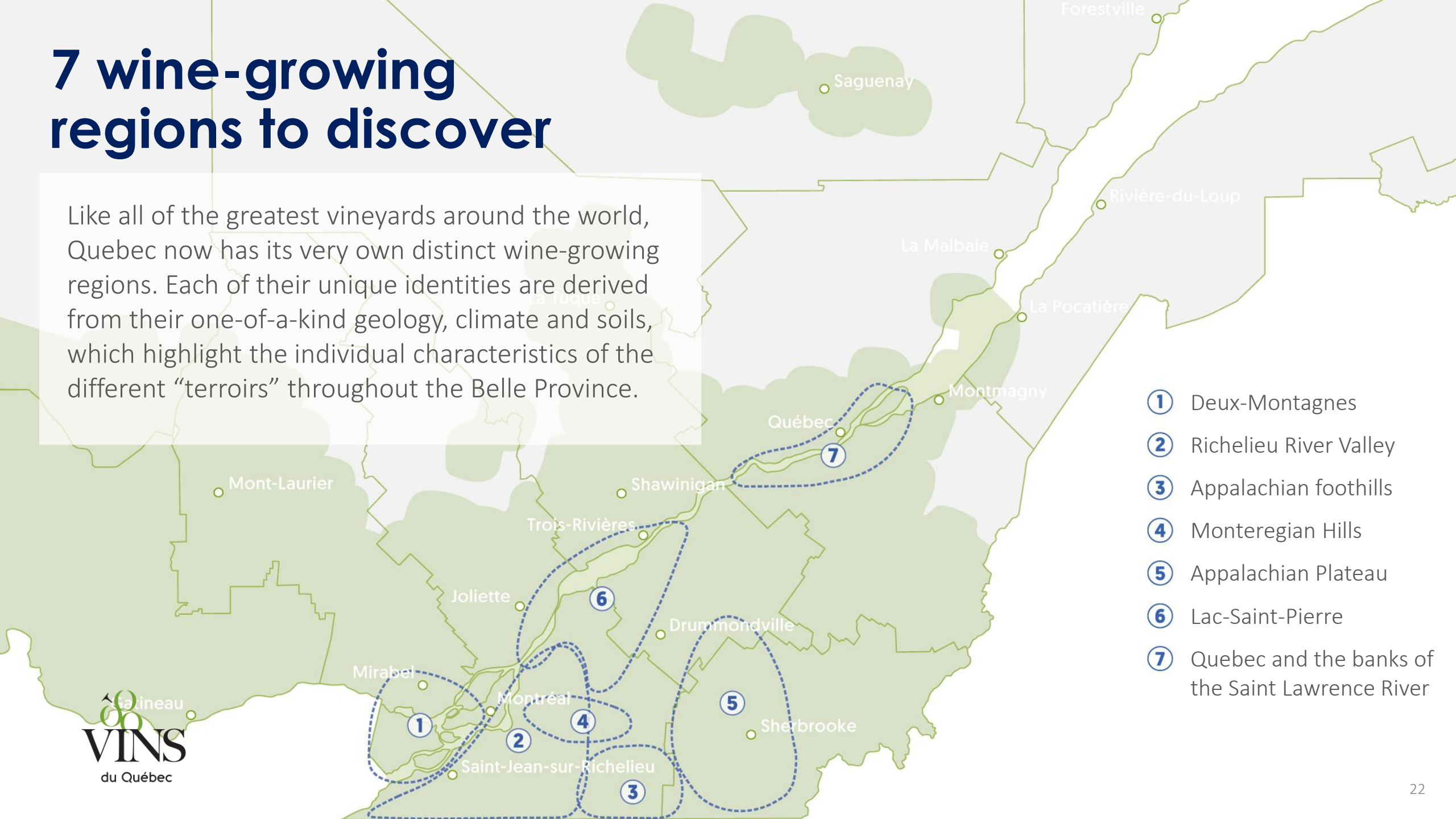


An aerial photograph of a large, healthy vineyard. The rows of grapevines are dense and green, stretching across a sloping field. In the lower right foreground, two men are walking on a dirt path, and a small white dog is running ahead of them. The background shows a line of trees and some houses under a clear sky.

Wine-growing regions

7 wine-growing regions to discover

Like all of the greatest vineyards around the world, Quebec now has its very own distinct wine-growing regions. Each of their unique identities are derived from their one-of-a-kind geology, climate and soils, which highlight the individual characteristics of the different “terroirs” throughout the Belle Province.

- 
- ① Deux-Montagnes
 - ② Richelieu River Valley
 - ③ Appalachian foothills
 - ④ Monteregian Hills
 - ⑤ Appalachian Plateau
 - ⑥ Lac-Saint-Pierre
 - ⑦ Quebec and the banks of the Saint Lawrence River

Deux-Montagnes

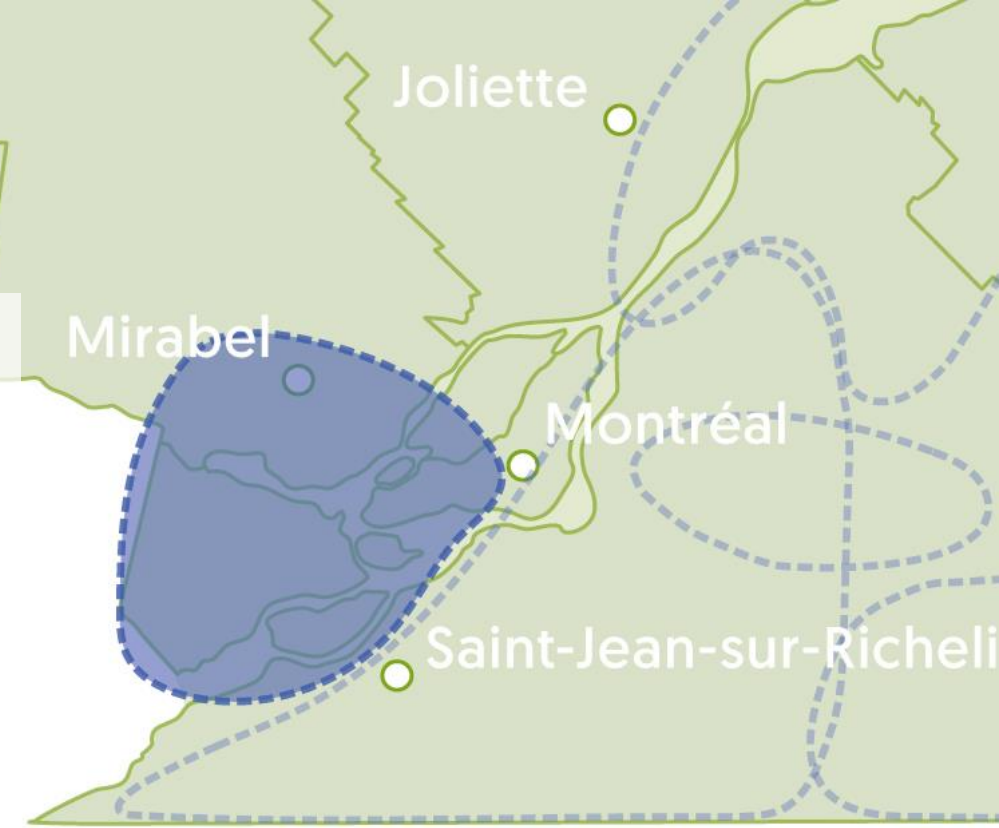
This region encompasses Deux-Montagnes, Mirabel and Vaudreuil-Soulanges, as well as some of the western parts of Montreal and Laval.

GEOLOGY AND SOILS

Its landscape is mostly flat, except for the Oka and Rigaud mountains, which give the region its name. The few narrow bands of glacial deposits create gentle hills that are covered in layers of marine sediments—ideal for growing strong, healthy grapevines.

CLIMATE

This region benefits from the moderating effects of the surrounding bodies of water (Deux-Montagnes Lake, Lake Saint-Louis, the Ottawa River and the Saint Lawrence River), which help regulate daytime and nighttime temperature variations. This region often experiences more snowfall in the winter than other regions located to the south of Montreal, providing an extra layer of insulation to the vines.



Average rainfall
from 589 to 763 mm



Frost-free days
between 164 and 187



Degree-days
from 1049 to 1383

Richelieu River Valley

This region stretches along the rolling hills of Montreal and extends from the Saint Lawrence River to the east of the Richelieu River (the area between Iberville and Sabrevois). It also includes the hilly plains of the Saint Lawrence high terraces that overlook the Adirondack foothills (Covey Hill area).

GEOLOGY AND SOILS

The Richelieu River Valley is rich in clay and organic soils. This region is also largely made up of various glacial deposits, with a few small areas of gravelly and stony soil—perfect for growing grapevines.

CLIMATE

The weather conditions in this region are among the best in the province for growing grapes and boast the longest frost-free period, even though temperatures vary dramatically between winter and summer.



Average rainfall
from 572 to 698 mm



Frost-free days
between 205 and 212



Degree-days
from 1191 to 1415

Appalachian foothills

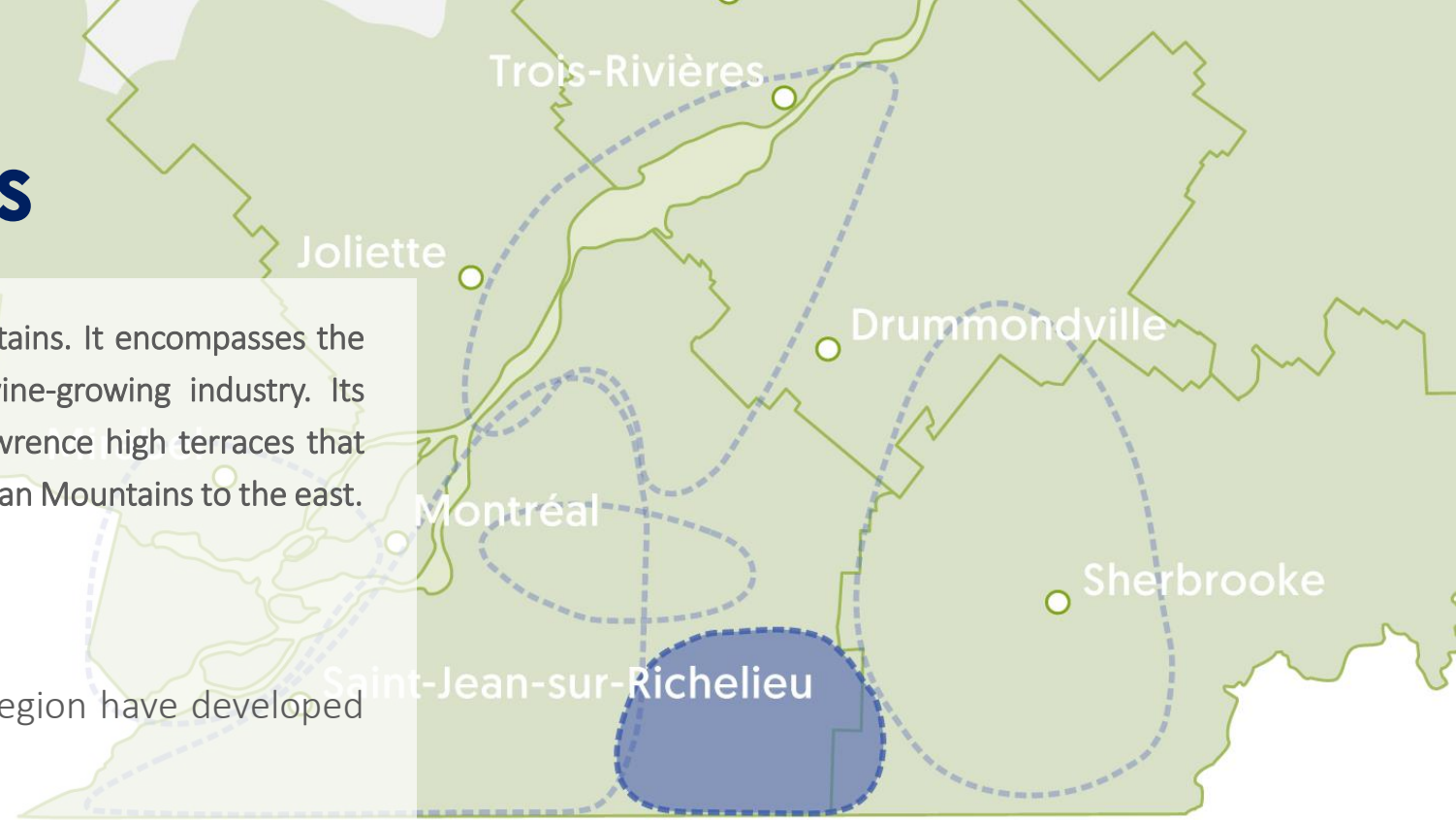
This region stretches from Lake Champlain to the Sutton Mountains. It encompasses the Dunham area, also known as the birthplace of Quebec's wine-growing industry. Its vineyards are found in two different soil regions—the Saint Lawrence high terraces that overlook the Appalachian foothills to the west and the Appalachian Mountains to the east.

GEOLOGY AND SOILS

The majority of the soils in the Appalachian foothills' region have developed from glacial sediments.

CLIMATE

This region stands out for its diverse climate. The weather is generally better in the west, but cooler and not quite as mild in higher altitude areas like Frelighsburg and Sutton. The Saint-Armand vineyards are at a lower altitude and benefit from the tempering effect of Lake Champlain.



Average rainfall
from 661 to 819 mm



Frost-free days
between 196 and 207



Degree-days
from 1171 to 1348

Monteregian Hills

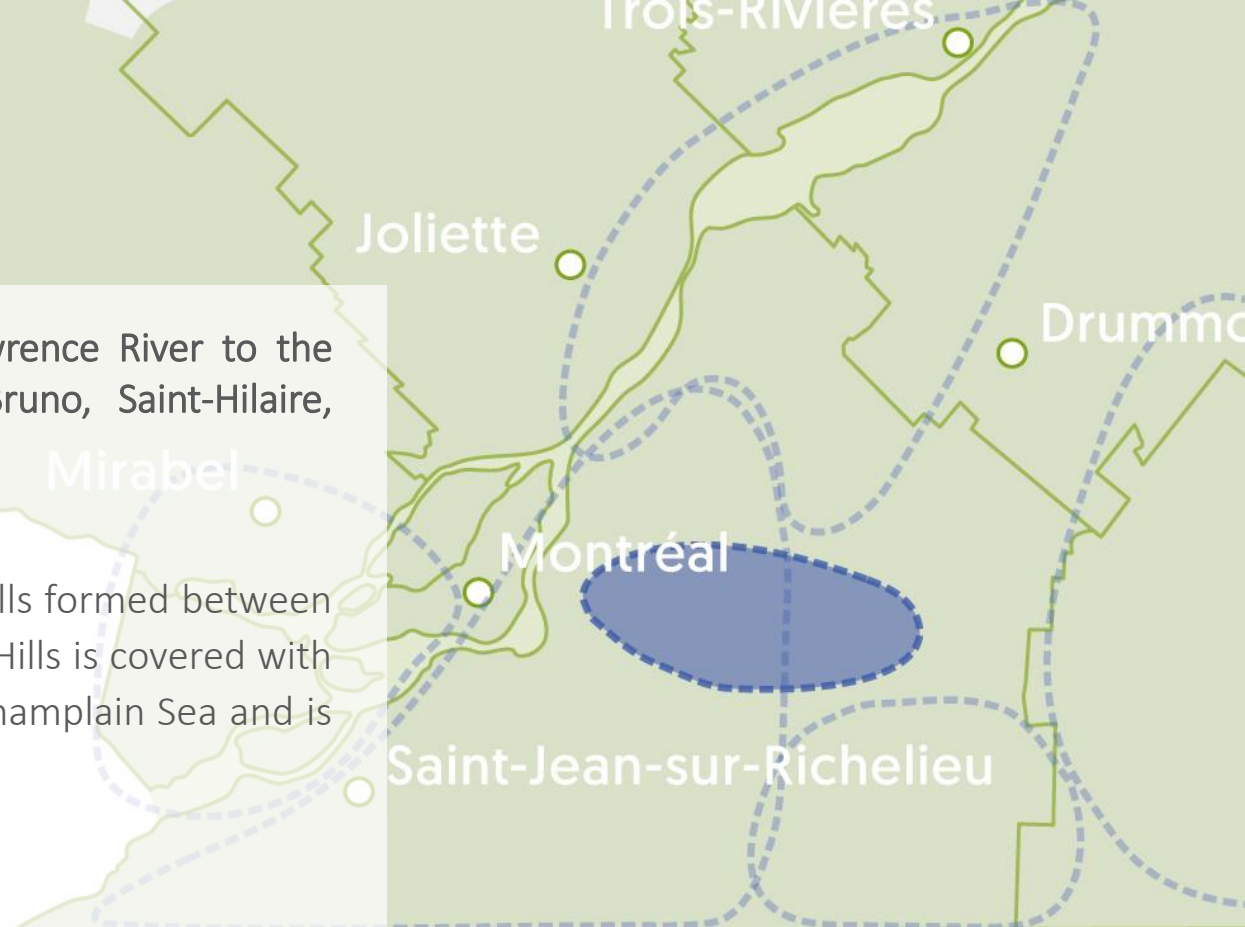
The vineyards in this region stretch all the way from the Saint Lawrence River to the Appalachian Mountains and skirt along the edges of the Saint-Bruno, Saint-Hilaire, Rougemont, Saint-Grégoire and Yamaska mountains.

GEOLOGY AND SOILS

This region is characterized by the Monteregian Hills, a group of 10 hills formed between 90 and 125 million years ago. The area surrounding the Monteregian Hills is covered with sand and gravel deposits left behind by the ancient beaches of the Champlain Sea and is where most of the vineyards in the region are located.

CLIMATE

The vineyards in this region enjoy some of the best climatic conditions for growing grapevines. Planted on hillsides, the vines are exposed to varying amounts of sunshine—from the east, south or west—which strongly influences their microclimate. Temperatures vary dramatically between winter and summer.



Average rainfall
from 650 to 755 mm



Frost-free days
between 200 and 207



Degree-days
from 1087 to 1348

Appalachian Plateau

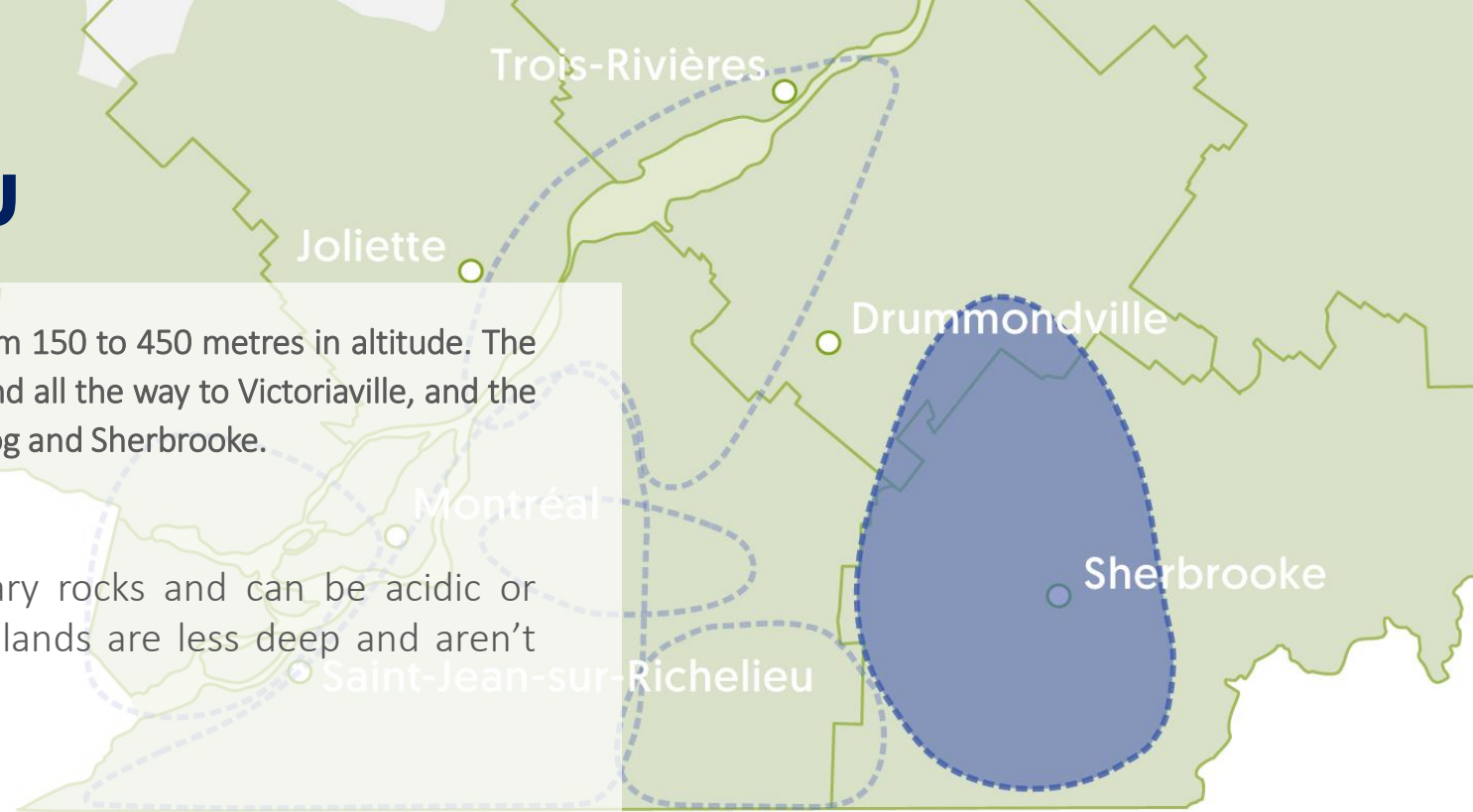
This region is made up of various plateaus that are anywhere from 150 to 450 metres in altitude. The lowlands are situated between Durham and Melbourne and extend all the way to Victoriaville, and the highlands are to the east of the Sutton Mountains, between Magog and Sherbrooke.

GEOLOGY AND SOILS

The soils in the lowlands are derived from sedimentary rocks and can be acidic or neutral, rocky and stony; whereas the soils in the highlands are less deep and aren't quite as acidic, rocky and stony.

CLIMATE

The climate in the Appalachian Plateau is cooler than other regions located at lower altitudes (Appalachian foothills, Richelieu River valley, Lake Saint-Pierre). This region experiences more rainfall than the more southern areas of the province and generally has to cope with more snow cover than some of the other bordering regions.



Average rainfall
from 672 to 785 mm



Frost-free days
between 200 and 207



Degree-days
from 929 to 1226

Lac-Saint-Pierre

This vast region stretches along the southern (from Varennes to Bécancour) and northern (from Repentigny to Trois-Rivières) shores of the Saint-Lawrence River. It encompasses the drainage basins from the Lake Saint-Pierre tributaries, including the Saint Lawrence River, as well as the Maskinongé, Yamachiche, Du Loup, Aux Sables, Richelieu, Yamaska, Saint- François and Nicolet rivers. The vineyards that wrap around Lake Saint-Pierre are planted on top of the ancient Lampsilis Lake, a huge freshwater body dating back to 8,000 years B.C.

GEOLOGY AND SOILS

The soils in this region are mainly composed of marine sediments. Therefore, depending on the area, the soil may contain significant amounts of sand, clay or lime.

CLIMATE

The relative humidity around the banks of the Saint Lawrence River and Lac-Saint-Pierre is more pronounced and the temperature variances aren't quite as extreme. This region is generally colder than the area south of the Monteregian Hills, and the north shore of the Saint Lawrence River and Lac-Saint-Pierre generally has a lot more snow cover than the south shore.



Average rainfall
from 579 to 776 mm



Frost-free days
between 164 and 179



Degree-days
from 1019 to 1348

Quebec and the banks of the Saint Lawrence River

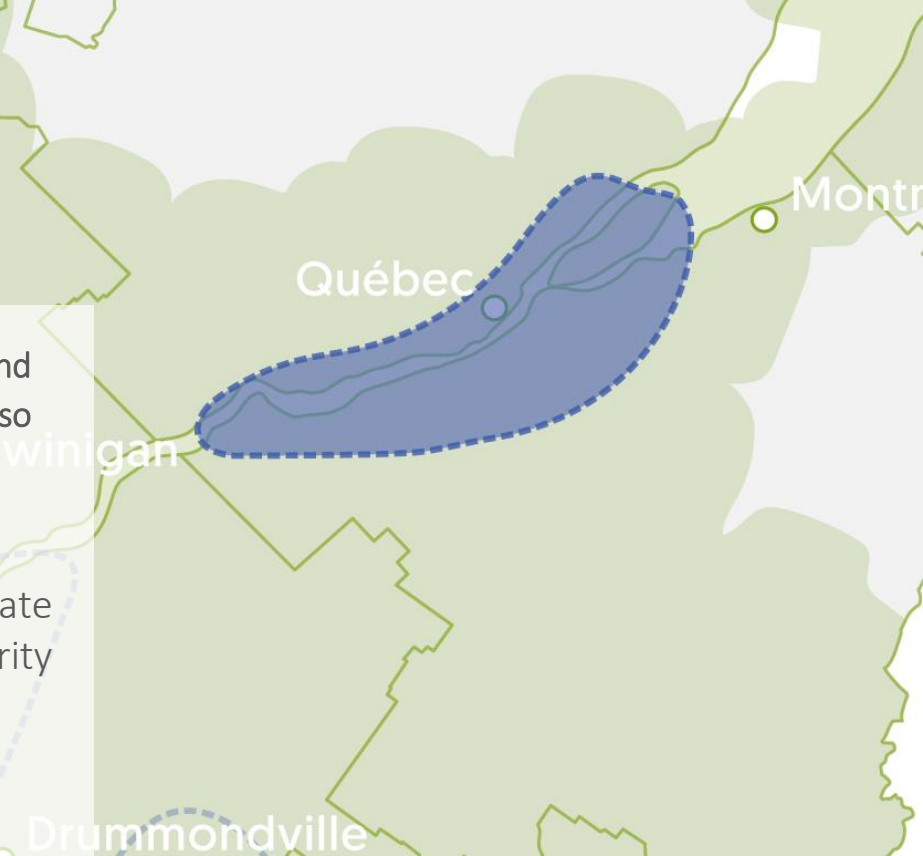
This region extends into the southern outskirts of Quebec City, between Lotbinière and Bellechasse, and into the city's northern suburbs, from Portneuf all the way to La Côte-de-Beaupré. It also includes Île d'Orléans, which follows the east-west flow of the Saint Lawrence River.

GEOLOGY AND SOILS

This region has several limestone formations and shale protects the vineyards from late frosts and, in the fall, outcrops—on which several vineyards have been planted. The majority of Île d'Orléans has loamy soils that contain significant amounts of clay, sand and gravel.

CLIMATE

The region's proximity to the river dictates its climate. In the spring, the Saint Lawrence River often extends the growing season right up until the end of October. The southwestern part of Île d'Orléans has its very own microclimate, which fosters the perfect environment for winegrowing. Battered by strong winds throughout the year, it is one of the coolest winegrowing regions in Quebec, and also experiences a lot more snowfall than most of the other regions.



Average rainfall
from 735 to 812 mm



Frost-free days
between 164 and 179



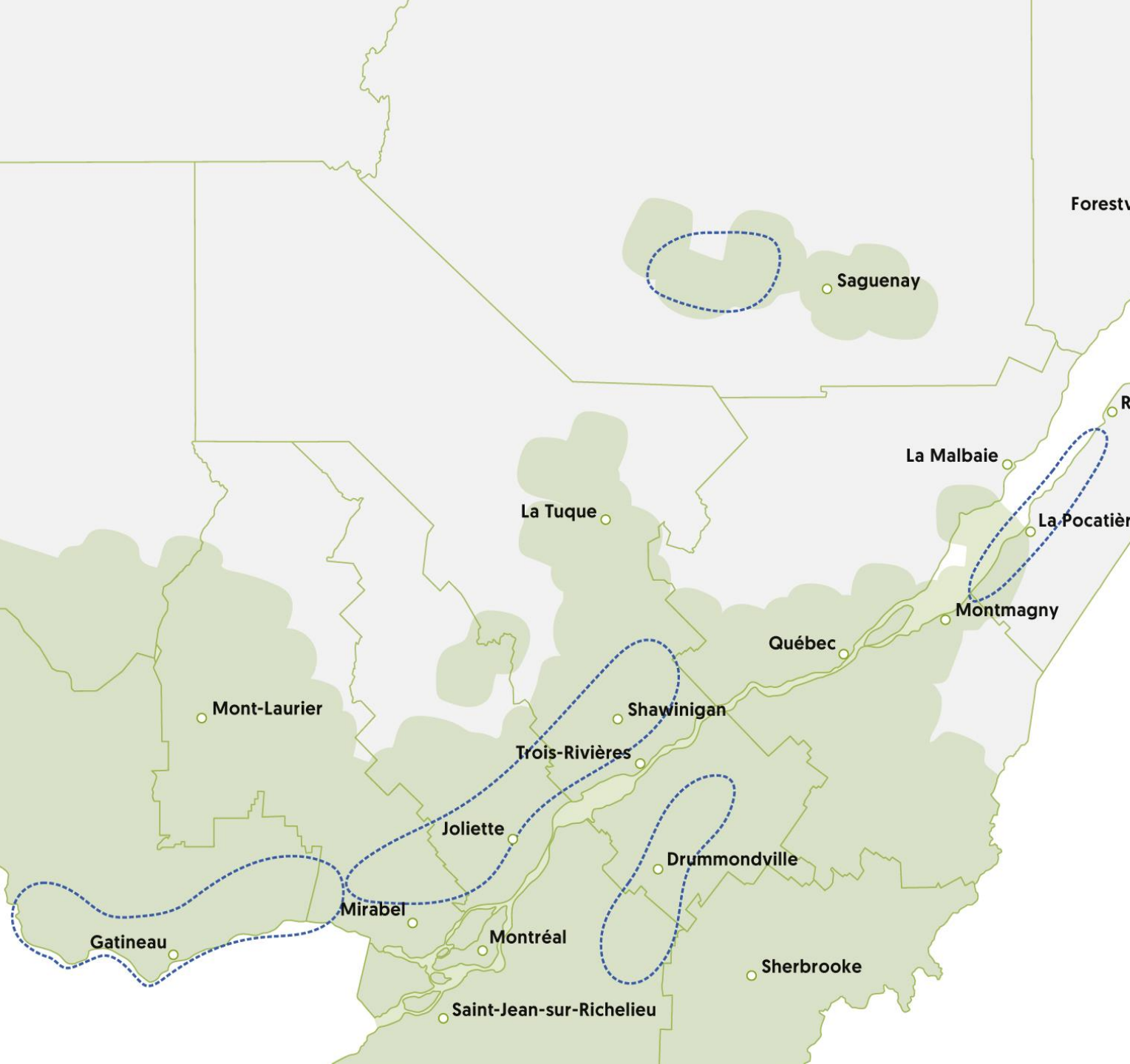
Degree-days
from 846 to 1069

Emerging regions

New wine-producing regions have been popping up and a handful of vineyards have even taken root. However, their distinct geology, climate and soil characteristics have not yet been clearly defined. These regions will require more in-depth research in the coming years.

DEFINING QUEBEC'S WINE-GROWING REGIONS: A WORK IN PROGRESS

The Conseil des vins du Québec continues its pursuit to characterize Quebec's wine-growing regions in an effort to fine-tune and gather the most up-to-date information. Over time, the map and names of current regions may change in order to better reflect the evolution of Quebec's vineyard.

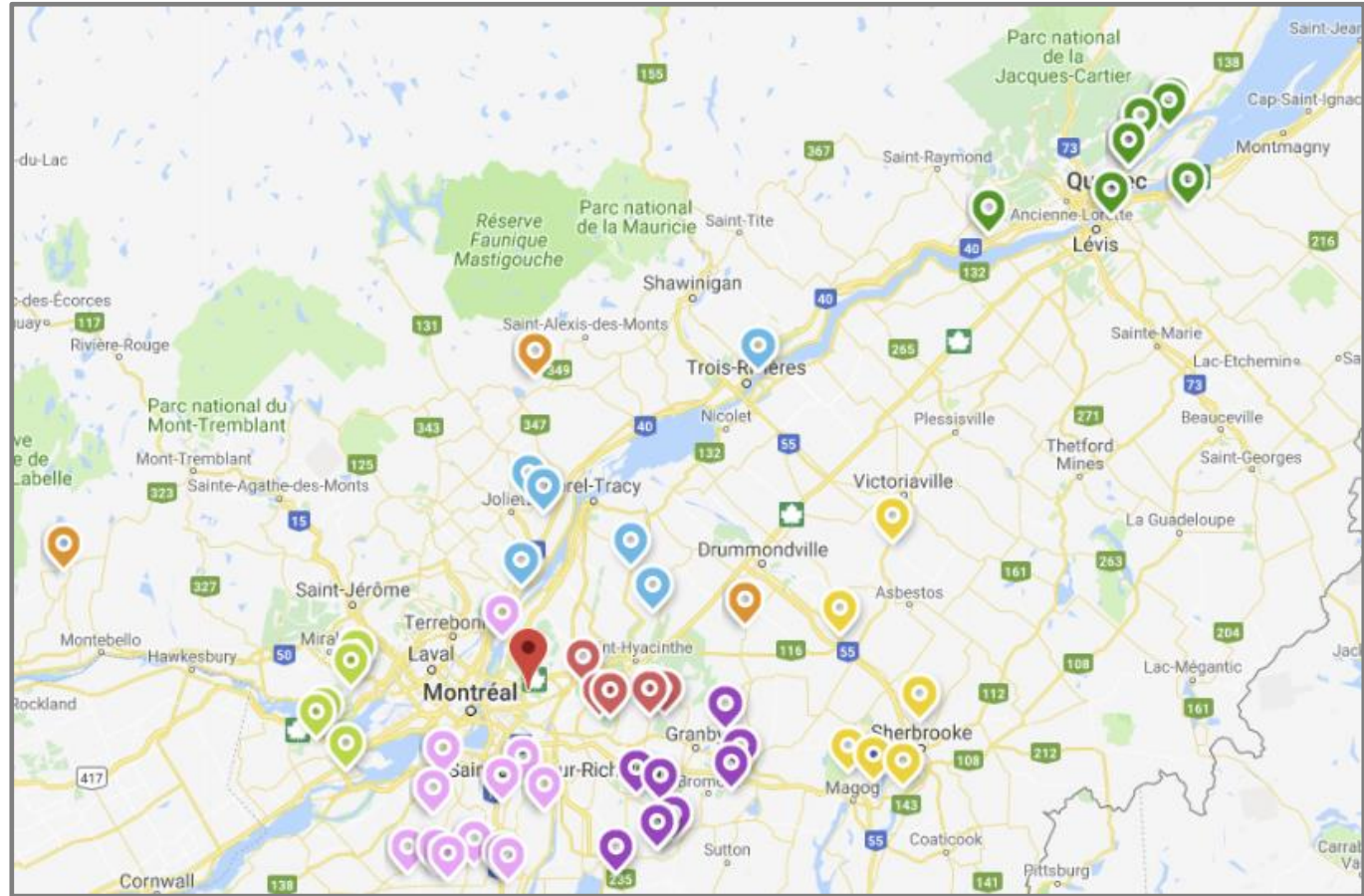




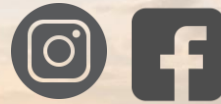
Conclusion

Discover Quebec wines through out local wine producers!

Find a vineyard on
vinduquebec.com



vinsduquebec.com



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