



POLICY AND PUBLIC AFFAIRS

INDUSTRY POLICY

6.3 Emerging Wine Regions Policy

December 13, 2017

1. POLICY STATEMENT

It is the policy of the Corporation that wines from emerging regions as defined below and listed by the NSLC shall receive a markup rate that allows them to be competitively priced to encourage consumer trial and acceptance.

2. PURPOSE

To provide the ability for Nova Scotia consumers to have access to wines from emerging regions at competitive prices;

To allow producers in emerging wine regions to market their products to consumers through the NSLC;

To provide a framework for defining emerging regions and the markup applied to products of such regions.

3. DEFINITIONS

Emerging Regions

Wines shall be considered by the NSLC as originating in an emerging wine region if the following provisions can be demonstrated as factual:

- a) The region is considered as a distinct winemaking region as demonstrated by the existence of defined viticultural areas, and the adoption of guidelines or standards for production of wine from grapes grown in the region by a recognized industry association or group;
- b) Total annual production of wine within the political boundaries (state, province, or equivalent) of the region does not exceed 50,000HL annually.

Approval date: March 2009

Effective date: March 2009

Approved by: Board of Directors

Administrative update: December 13, 2017

4. PROCEDURES

a. Emerging Regions Wine Markup

Wines originating from emerging regions as defined above shall receive a markup to retail price that reflects their higher cost of production and supply. This markup shall be set by the Board of the NSLC from time to time (currently 43%).

b. Transition to Commercial Region

The NSLC Board may consider approval of transitional arrangements for wines of an emerging region listed by the NSLC that have shown production and sales growth patterns such that they would no longer qualify as an emerging region. These transitional arrangements shall be approved on a case by case basis with the intent to allow for an orderly transition to full commercial wine markups being applied.