



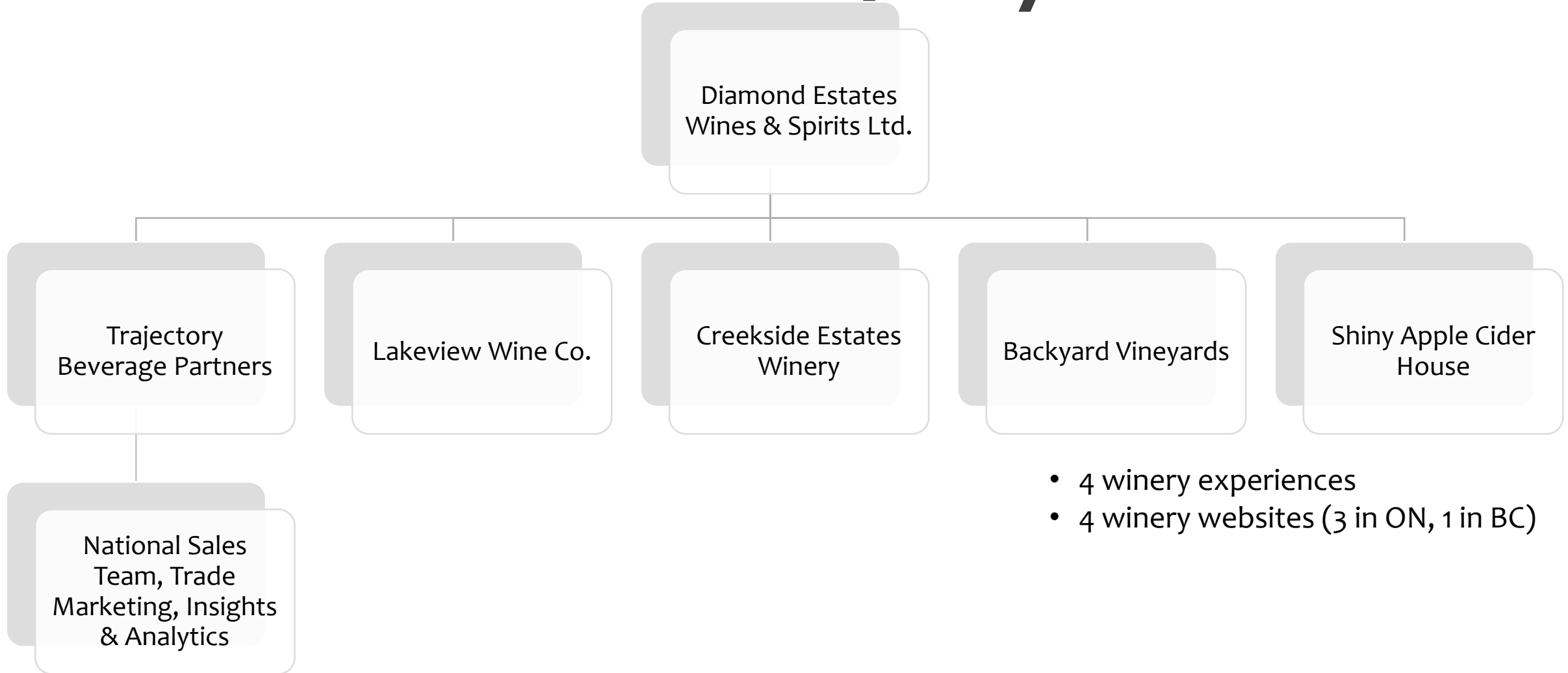
# Diamond Estates Wines & Spirits LTD.

Niagara-on-the-Lake, Ontario, Canada

**DIAMOND**  
— E S T A T E S —  
**WINES & SPIRITS LTD.**



# Our Company Framework



- 4 winery experiences
- 4 winery websites (3 in ON, 1 in BC)



# About Diamond Estates Wines & Spirits LTD.

4<sup>th</sup> largest wine company in Canada and 3<sup>rd</sup> largest VQA winery in Ontario

Publicly traded on the TSX (under the symbol DWS) since 2013

- Founded in 2000
- One of the largest facilities in the Niagara Region (over \$40 MM investment), located on the “Golden Mile” of Niagara-on-the-Lake, Ontario, Canada.
- Owner of four wineries
  - 3 in Ontario: Niagara on the Lake & Jordan
  - 1 in British Columbia: Langley (just outside of Vancouver)



# About Diamond Estates Wines & Spirits LTD.

Producer of Top VQA Brands

- Capacity for private labels brands
- One of the largest exporters of both Icewine and table wines in the region
- Combined 75,000 square foot state-of-the-art winemaking facilities, with over 6 million liters of cooperage
- Supporting over 35 grape growers and their families with grape purchases

# Diamond Estates Wines & Spirits LTD. Winemaking

Our talented wine making team works closely with our grape growers to ensure only the best Canadian grapes are used in our production. Their over 60 years of combined experience turn those grapes into our award-winning wines.




Diamond Winemaking Team (left to right): Scott McGregor-Winemaker, Yvonne Irvine- Assistant Winemaker, Rob Power- Winemaker, Liam Berti- Winemaker

# Diamond Estates Wines & Spirits LTD. Production Facility

Niagara-on-the-Lake, Ontario, Canada



# Ontario: A Wine Region

Quick Facts	VQA Ontario = 100% Ontario Grown
170+ licensed wineries (including fruit wineries)	The Vintner's Quality Alliance is a regulated appellation system modelled on European appellation systems.
Producing still, sparkling, late harvest, and Icewine	VQA identifies three appellations Lake Erie North Shore Niagara Peninsula Prince Edward County
Total planted vineyards: 17,000 acres(6,900 hectares) <b>and growing</b>	Another 10 sub-appellations were created within the Niagara Peninsula in 2005.
Average annual tonnage of VQA grapes: 37,000 tonnes	Ontario VQA = 100% Ontario grown grapes
Total retail value of VQA wines: \$300+ million CAD	



# Our Ontario Wine & Cider Brands





# Diamond Estates Wines & Spirits LTD. International awards

Our winemaking team receives accolades every year recognizing their passion and talents. Recent awards include medals from international competitions: Decanter, IWC, CWSA and the LWC. A recap of some recent awards:

## Lakeview Wine Co.

- Decanter 2023 – **Silver** Vidal Icewine 92 points
- Decanter 2022 - **Silver** Riesling Icewine 94 points
- Decanter 2022 - **Silver** Grand Reserve Red 90 points
- Decanter 2021 - **Silver** Vidal Icewine 93 points
- Decanter 2020 - **Gold** Vidal Icewine 95 points
- Decanter 2020 - **Bronze** Merlot
- Decanter 2020 - **Bronze** Viognier
- CWSA 2020 - **Double Gold** Vidal Icewine
- CWSA 2020 - **Double Gold** Cabernet Franc Icewine
- IWSC 2023 – **Silver** Vidal Icewine 92 points
- IWSC 2021 - **Gold** Vidal Icewine 95 points
- IWSC 2020 - **Silver** Vidal Icewine 90 points
- IWC 2022 - **Gold** Riesling Icewine
- America Wine Awards 2022 - **Gold** Vidal Icewine
- America Wine Awards 2022 - **Gold** Cabernet Franc Icewine
- Las Vegas Global Awards 2020 - **Platinum** 98 points Vidal Icewine
- LWC 2021 - **Silver** Vidal Icewine
- LWC 2020 - **Gold** Vidal Icewine

**A full list of awards for all brands is available.**

# National Wine Awards of Canada 2023 Results

20 awards in total for our winemaking teams across Canada



## Creekside Estates Winery - 3 Awards

- Creekside 2021 Sauvignon Blanc - **Silver**
- Creekside 2020 Iconoclast Syran- **Bronze**
- Creekside 2022 Undercurrent Madam Marmalade - **Bronze**

## Backyard Vineyards - 9 Awards

- Backyard 2020 Syrah Reserve – **Gold**
- Backyard 2020 Cabernet Merlot - **Silver**
- Backyard 2020 Syrah – **Silver**
- Backyard 2021 Viognier Reserve - **Silver**
- Backyard 2020 Cabernet Franc - **Bronze**
- Backyard 2020 Cabernet Franc Reserve - **Bronze**
- Backyard 2022 Sauvignon Blanc – **Bronze**
- Backyard 2020 Cabernet Sauvignon – **Bronze**
- Backyard 2022 Gewurztraminer– **Bronze**

## Lakeview Wine Co. - 8 Awards

- Lakeview 2017 Traditional Method Sparkling - **Gold**
- Lakeview 2020 Pinot Noir Rose - **Silver**
- Lakeview 2020 Pinot Noir – **Bronze**
- Lakeview 2021 Fume Blanc - **Bronze**
- FRESH Rose– **Bronze**
- EastDell 2021 Pinot Grigio – **Platinum**
- Twenty Bees 2022 Syrah Rose – **Silver**
- Twenty Bees 2019 Queen Bee Meritage - **Silver**



# Icewine

## GRAPE VARIETIES

In Ontario, Icewine must be made from vitis vinifera grape varieties or the hybrid variety Vidal Blanc. The most popular varieties are Vidal Blanc, Riesling and Cabernet Franc.

Some small lots include Gewürztraminer, Chardonnay and Cabernet Sauvignon. Ontario produces 90% of the world's Icewine.

## REGULATION

Icewine production is regulated in Ontario under the VQA Act and regulations. Strict standards are monitored by VQA inspectors, from vineyard to the bottle. Rules cover grape varieties, harvest procedures, winemaking, and testing before the wine is released. No wine may use the term “Icewine” on its label unless it is certified by VQA Ontario.

# Icewine is Niagara's gift to wine lovers around the world



# LC LAKEVIEW CELLARS

Lakeview has built a reputation as a leading producer of premium wines crafting exceptional expressions of cool climate varietals with a modern spin on timeless classics. The wines are produced in limited quantities and only from vintages that our winemakers deem fit to bear the Lakeview label.





Lakeview Cellars is transitioning to Lakeview Wines Co.





# CREEKSIDE

## Creekside Estate Winery

Serious wines from an irreverent bunch!

It's no secret that the obsession to make great wine takes equal parts passion, commitment and lunacy!

Established in 1997, Creekside is one of Ontario's most awarded wineries. Located on 'the bench' Creekside wines showcase the unique terroir of the area. Signature varietals are Syrah & Sauvignon Blanc created in an old world style.

# CREEKSID







## Fresh Wines

FRESH Wines are bright, expressive and fruit forward. Crafted from 100% Ontario grown grapes, they add a touch of flair and merriment to cherished moments with friends.

FRESH Wines are all about discovery & celebration. It's amazing how a little sparkle, quality bubbles and a splash of pink can bring joy to life's everyday moments.

Refreshing wines crafted to be consumed 1-2 years after bottling. Perfect pairings for brunch, appetizers poolside, book club or any gathering of good friends

Vegan friendly & gluten free

# *fresh* FRESH WINES



# BACKYARD — VINEYARDS —



## Backyard Vineyards

Since 2009, Backyard Vineyards has been producing award-winning varietals, blended, and bubbly wines from 100% BC grapes grown on-site in our own vineyard and complemented with fruit selected from the Fraser Valley and South Okanagan.

Utilizing a perfect blend of art and science, our wines are handcrafted to be extraordinary. From our big bold reds to our bubbly sparkling wines, we put our pride and joy into every bottle we produce. From cellar to glass, we take great care to create impeccable wines, from our backyard to yours!

# BACKYARD

— VINEYARDS —





# EASTDELL

## WINES

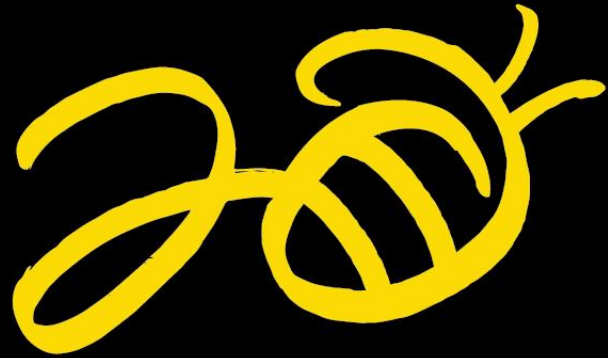




## EastDell Estates

As elegant and stylish as the majestic blue heron in flight, EastDell wines are crafted to add tasteful sophistication to your everyday occasions.

Easy drinking and made from select, locally grown grapes, EastDell wines are versatile and can be enjoyed on their own or with a wide range of foods.

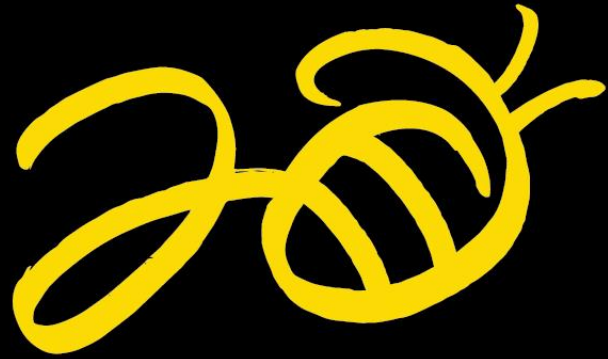


TWENTY  
B E E S

# 20 Bees

20 Bees wines celebrate the hard work and dedication of our Ontario grape growers

Crafted from carefully selected, locally grown grapes, our wines are the perfect partner for life's everyday moments.



TWENTY  
B E E S





# MINDFUL

Mindful wines are crafted using 100% Canadian grapes and innovative winemaking techniques to create low sugar + low ABV wines with no compromise on flavour.

Choosing better is easy with Mindful Wines.



# SHINY *Apple Cider*<sup>TM</sup>

## Shiny Apple Cider

Proudly made in Ontario has never tasted so good!  
Shiny Apple Cider opened its doors in 2014 with the goal to produce premium locally crafted cider with a taste so good it stood out among the competition.

Trust us, it's that good!

Available in a variety of flavours & formats to suit the whole gang.  
100% of apples are grown and sourced from local Ontario family farms.  
Seven varieties of apples are pressed and blended to create our Shiny Apple cider taste. Our ciders are made from fresh-pressed juice and never juice from concentrate  
Vegan friendly & gluten free

# Custom Brand Opportunities

Diamond Estates is pleased to offer the ability to produce ‘customer owned’ brands

Diamond Estates is one of the only wineries in Canada to offer this custom production

Minimum production quantities apply as follows

- 375mL Icewines – Minimum quantities of 520 cases per SKU (5 pallets and/or 6,240 bottles per SKU)

Icewine or late Harvest varietals available:

- Vidal
- Cabernet Franc



# Export

Diamond Estates is one of Ontario's leading exporters of wine

Our Current Export distribution includes:

China	Cambodia
Japan	Denmark
USA	Finland
Korea	Mexico
United Kingdom	Ethiopia
Germany/EU	Sweden
Thailand	Singapore
Indonesia	





# Any Questions or comments?



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