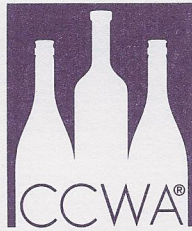


canadian craft
winemakers association

Head Office
113 Levert Dr.
Sturgeon Falls, ON P2B 2P1



Executive Director
J David Long
118-543 Timothy St.
Newmarket ON L3Y 1R1

July 1 2011

Minister Graham Steele
Department of Finance
7th Floor, Provincial Building
1723 Hollis Street - Box 187
Halifax, NS B3J 2N3

Re: Ferment on Premise (FOP)

Dear Minister Steele,

It has come to our attention that the Nova Scotia government may be reviewing all aspects of the Nova Scotia Liquor & Control Act. By way of introduction, we represent across Canada both retailers and manufacturers of craft wine. Historically, we have been of assistance to the key local stakeholders in jurisdictions such as Ontario, BC, Saskatchewan, and your neighbours in PEI and New Brunswick who have all positively embraced ferment on premise retail operations.

Some of these jurisdictions (Ontario and BC) have been involved in FOP for many years and have received benefits in terms of employment contributions and tax revenues for their consolidated revenue funds. In every instance, prior to enacting legislation and regulations Provinces granting FOP licenses consulted with both retailers and manufacturers in the craft wine industry and the result was a very positive outcome for the entire industry. The FOP business is showing some solid growth, particularly in Atlantic Canada, without negatively impacting commercial wine sales.

Going forward, whenever your government is considering changes to the Liquor Control Act we ask that our craft wine industry be consulted as has been the precedent in all of the above named jurisdictions.

We trust that you will be including this association as well as local ones in any information or deliberations as well as seeking our advice representing both retailers and manufacturers throughout Canada.

Sincerely,

A handwritten signature in blue ink, appearing to read "David Long", is written over a light blue horizontal line.

David Long
Executive Director

Phone: (705) 753-0498
Fax: (705) 753-4531

Email: admin@winemadesimple.ca
www.winemadesimple.ca