



# Canadians' Views on Domestic Origin Labelling: Canadian Wines and Blended Wines: Executive Summary

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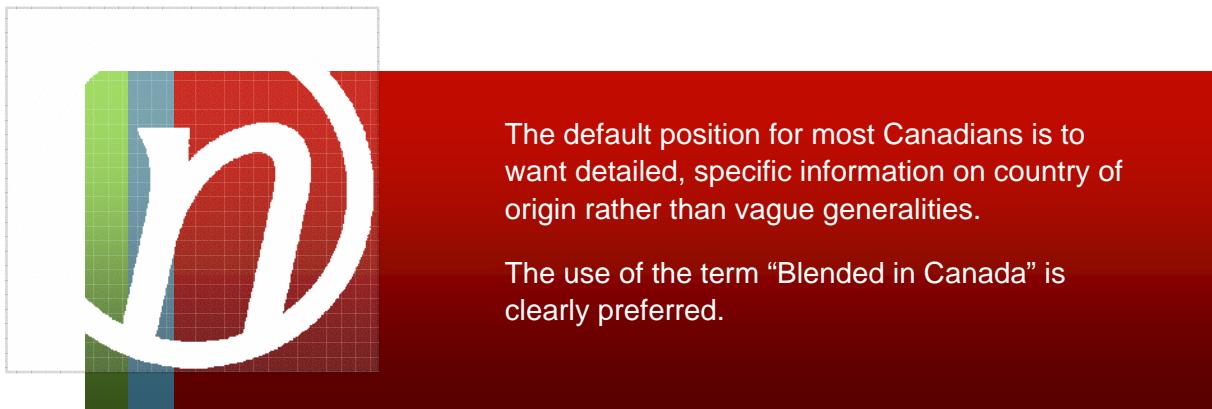
NANOS

# 1.0 Executive Summary

The Canadian Food Inspection Agency (CFIA) is currently considering policy changes in the area of country of origin labelling for wine that are, in part, a response to consumer complaints, and needed research to demonstrate how the public understands the current as well as options for new guidelines.

Overall, Canadians were generally unaware of the practice of selling wines in Canada that are blended from wines produced in other countries. In considering labelling requirements for these blended wines, the clear preference of Canadians was for as much information as possible (such as the percentage of wine that comes from each country) rather than general statements.

The results presented here are based on an online survey of 1,200 Canadians conducted between December 12<sup>th</sup> and 17<sup>th</sup>, 2011. As a non-probability sample, the calculation for a margin of error cannot be applied, according to the standards of the MRIA. However, a robust, quality, online sample of opinion properly weighted is a strong approximation of Canadian opinion.



## Key Findings

- **Country of origin is a significant issue among key wine consumers**

Although Canadians differed in their attention to and the importance of the country of origin information, it was clearly relevant to a significant portion of Canadians (particularly wine consumers). More than half of Canadians (55% either strongly agreed or somewhat agreed) said that they pay close attention to the country of origin information of the wine they buy. Similarly, about 47 percent said that they read wine labels closely.

Attention to the label was strongly related to wine consumption behaviour. The more one is interested in wine the more closely country of origin is considered. In fact, among people who self-identified as people who drink wine regularly, 74 per cent pay close attention to the country of origin.



- **Awareness of blending wines from multiple countries is low**

Three in ten (29%) Canadians said that they were not at all familiar and another 34 percent were not very familiar with the practice of wine that is blended from wines from more than one country. People with more interest in and experience with wine were more familiar but among the majority of Canadians relatively few were knowledgeable.

Familiarity with the practice of blending was at the same level as familiarity with the concept of “Cellared in Canada,” which is used in some regions to label these blended wines.

- **General statements of origin are not perceived as being clear about country of origin**

A key finding established early in the survey (before probing on appropriate country of origin labelling) is that only 32 percent of Canadians agreed that “Blended in Canada from domestic and imported wines” gives them a clear indication of origin. Consistently, Canadians tended to find that general statements are not very clear throughout the testing.

In fact, when placed head-to-head in testing Canadians overwhelmingly (65%) chose the label that fully described the content in terms of the proportions of wine from each country. The second most popular option, which only listed the countries, was the preference of only 17 percent.

- **“Blended is Best”**

Canadians exhibited a clear preference for the words “Blended in Canada” (56%) followed by “Bottled in Canada” (26%). In separate tests, the expressions “International wine” (28%) and “Cellared in Canada” (27%) were not viewed as a clear indication of the country origin compared with “Blended in Canada” (47%).

It was interesting that, while some Canadians claimed to be familiar with the concept “Cellared in Canada”, their actual understanding when probed did not reflect the essence of the actual process of mixing international wines.

