



## **NEWS RELEASE**

# **Niagara-on-the-Lake Celebrates LCBO Expansion Following Advocacy at AMO and ROMA**

**For Immediate Release**

**April 24, 2026**

The Town of Niagara-on-the-Lake welcomes the LCBO's recent announcement to expand shelf space and increase its focus on Ontario VQA wines, marking a positive step forward for the local wine industry and broader agri-tourism sector.

"This is meaningful progress for Niagara-on-the-Lake's wine industry," said Lord Mayor Gary Zalepa. "Greater visibility for Ontario VQA wines has remained a focus of Council at ROMA and AMO conferences, and it's encouraging to see that momentum reflected at the LCBO. This directly supports our wineries and the broader local economy."

The announcement reflects growing collaboration across various levels of government, retailers, and the industry, and demonstrates the importance of ongoing advocacy. Improving access to Ontario wines within the LCBO system has remained a priority for Niagara-on-the-Lake, supported by recent engagement with the Province.

Town representatives raised this issue directly with Minister Fedeli of the Ministry of Economic Development, Job Creation and Trade, most recently during delegations at both the 2025 Association of Municipalities of Ontario (AMO) and the 2026 Rural Ontario Municipal Association (ROMA) conferences. These discussions focused on strengthening Ontario's wine sector, improving market access, and supporting long-term economic growth.

"Wine is deeply rooted in Niagara-on-the-Lake's agricultural heritage and history and continues to play a central role in the community's identity, culture, and economy, shaping both its present and future as a premier wine destination and experience," added Lord Mayor Zalepa.



“Niagara-on-the-Lake remains committed to ongoing advocacy with the Province to advance policies that enhance competitiveness and promote sustainable growth throughout the community,” said CAO Nick Ruller.

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**Media Contact:**

**Marah Minor, Corporate Communications Lead**  
905-468-3266 | [communications@notl.com](mailto:communications@notl.com)