



## The ANDRÉS Wines story

Andres Wines Ltd., founded in 1962 in British Columbia, is a truly national all-Canadian wine company, with production facilities located in Port Moody, B.C., Calgary, Alberta, Winona, Ontario and Truro, Nova Scotia.

Andres' president Dr. Joseph A. Peller is something of a paradox in that apart from being a leading figure in the Canadian wine industry, he is also an eminent member of the medical profession. Before taking over the Andres presidency from his father, in 1964, he was Chief of Medicine at Hamilton Civic Hospital, and Director of the hospital's radio-isotope laboratories. He also ran a consulting practice in internal medicine.

He lives at Ancaster, Ontario, with his wife and six children, and is now first and foremost a businessman —

with a major stake in the future of the Canadian wine industry.

Andres is already Canada's largest sparkling wine manufacturer and long term goals for Andres include "a 25 percent share of the Ontario market in five years, and a possible acquisition of other wineries in Canada and abroad."

While Andres produces a full range of table and dessert wines, Dr. Peller feels the swing is towards table wines, which account for more than 50 percent of his company's sales. In comparison, the Canadian industry average is 85 percent sherry and port and 15 percent table wines.

He supports his theory by quoting the situation in California, which ten years ago compared with the current Canadian average, and where table wines are now in the majority

He notes, too, an increasing preference among Canadians for "lighter" wines, a trend also reflected in the brewing and distilling sections of the beverage industry. In Western Canada Andres Crackling Rose is the largest selling crackling wine on the market, in competition with local brands and imports. The firm's Chante — a sweeter, sparkling wine which is the first of its type in Canada — shows similarly spectacular sales gains and is now the top selling wine of its type.

Canadian consumption of wine still has far to go, says Dr. Peller. Canadians consume more than half a gallon of wine per capita per year. In New York State the figure is almost four gallons and in France it is 30 gallons.

Dr. Peller feels the Canadian wine battle — both with domestic brands and with imports — will be won on the basis of quality, rather than preconceived traditional preferences, promotional gimmickry and fancy packaging.

He has put a major stake on this premise and has assembled, at the management level, a group responsible for product development, quality control and production. The group, consisting of eight graduates in chemistry and food chemistry, also have a discriminating palate for fine wines. In addition, he has grouped together one of the youngest, best educated and most experienced executive teams in the industry.

Dr. Peller would agree with the comment that Canadian wine making lacks the European tradition, and is



Andrew Peller



Dr. Joseph A. Peller