

Sons & Daughters Winery Ltd.
1389 Effingham Street
Ridgeville, ON
L0S 1M0



Dear Town of Pelham Council,

Sons & Daughters Winery Ltd. is writing you to request a resolution in support of the winery applying for a By-the-Glass Endorsement from the Alcohol and Gaming Commission of Ontario (AGCO) at 1389 Effingham Street, Ridgeville, ON, L0S 1M0.

Holding a By-the-Glass Endorsement from the AGCO allows wineries to begin selling their products on-site in the form of tasting flights and glasses of wine and is a truly essential part of a winery's business. This is a standard endorsement as any winery in Ontario that charges for tastings or wine by-the-glass would have acquired this approval.

In the Site Plan below, you will see a layout of the parts of the property, highlighted in red, in which we would like to request the By-the-Glass Endorsement cover. Until approved by the Building Department, our application to the AGCO will exclude the in-progress winery building and pizza oven gazebo (highlighted in yellow) with the Site Plan being updated to include those items once complete. At this time, the application will include the approved hospitality area in our Site Plan Agreement, as well as areas planted with vines and paths or access points to those parts of the property. The main serving and pouring areas would be in the approved hospitality area and the winery building once complete, with the other areas of the property being used for guided tours and enhanced customers experiences.

We understand that the area on the Site Plan appears large, but the AGCO requests that we include areas that may be used for experiences that would allow customers to tour the property and visit the vineyards with a glass of wine, for example. See below the description of a By-the-Glass Endorsement from the AGCO that specifies one of its functions is to provide enhanced experiences, educate customers, and promote tourism to the area.

A By-the-Glass Endorsement allows eligible Ontario wineries with a Winery License to sell and serve their products for consumption in areas that are under sole control of licensee that are located on or immediately adjacent to the production site where the sale is primarily aimed at promoting the manufacturer's product and either providing an enhanced tourist experience or fulfilling an educational purpose.

Prior to the building being complete, we would be retailing, serving, and pouring outside and will provide an outdoor washroom for patrons. Currently, we do not have a plan to put up 60 sqm of tent, but we will apply for a building permit if anything changes.

Thank you for your time and consideration.

Sincerely,

Anthony & Geoff Hall
Sons & Daughters Winery Ltd.

