



New tasting centre links to Diamond Estates' past, sets stage for ambitious future

3,000 sq.-ft flagship facility replaces 'temporary' trailer

NEWS May 17, 2017 by [Mike Zettel](#) ✓ Niagara-On-The-Lake Town Crier

NIAGARA-ON-THE-LAKE — Say goodbye to the 'temporary' trailer and hello to a sleek new visitors centre that provides a picturesque view of the vineyard and a visually appealing focal point along Highway 55.

On Wednesday, Diamond Estates Wine and Spirits opened its new 3,000-square-foot retail and tasting centre, replacing a double-wide first installed nine years ago.

Named Lakeview Wine Co. after the first of Diamond Estates' vineyards to open some 25 years ago, the building features full height windows overlooking the vineyard and a cedar-clad exterior done in a Japanese technique known as 'Shou Sugi Ban,' which creates a charred look with natural wood accents.

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The facility is just one of many features of Diamond Estates' multi-million-dollar expansion, which

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generate a quarter-billion dollars in economic activity.

"It represents our commitment to the area," he said.

Apart from Lakeview Wine Co., which showcases its premium products, the expansion includes an expanded barrel storage area and bottling facility.

Souter said it's meant to boost both Diamond Estates' tourist appeal and export capabilities, the latter of which he expects to double in the next couple years.

He said Canadian wine has come a long way in recent years, in no small part because of the efforts of Brock University's Cool Climate Oenology and Viticulture Institute and the Vineland Research and Innovation Institute. It is now recognized as world class and is sought after in many markets, including the Chinese middle class, which is already responsible for consuming 193 million cases a year.

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And despite what many may think, it's table wine, not just icewine, that's leading the charge in these markets, he said.

"Canadian producers are making considerable inroads," he said.



by **Mike Zettel**

Mike Zettel is the Web editor for Niagara this Week

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Today, its stars are legendary: the late John Candy, Catherine O'Hara, Eugene Levy, Dave Thomas, the U.S.-bred Andrea Martin, Joe Flaherty and the late Harold Ramis, as well as later Canadian cast members Martin Short and Rick Moranis.



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