

Cellared in Canada - consumer confusion

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Fewer than one in five Canadian wine drinkers can recognise and correctly understand the term 'Cellared in Canada', according to a new poll of wine drinkers in Canada released today by research-led strategy consultancy Wine Intelligence.

You can read the full, somewhat shocking, details of the research, conducted with 1,000 regular wine drinkers in Canada in October and November, [here](#).

Click on the Canada tag below to follow my campaign for less misleading labelling of these blends of imported wines that are so widely bought in Canada.