

August 29, 2011

TO: CHAIR AND MEMBERS OF ETOBICOKE YORK COMMUNITY COUNCIL

RE: Application of Macedo Winery to sell and serve wine for consumption by patrons at its location at 1381 Dufferin Street.

Summary

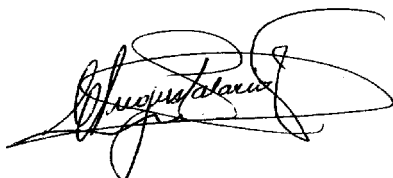
David Macedo and his family are a licensed manufacturer and retailer of wine that operate from their 1381 Dufferin Street location. In the time that it has operated at this site, Macedo Winery has significantly helped to revitalize the neighbourhood. Ultimately, it is a unique operation, as they hold 1 of only 33 such licences in Ontario and 1 of only 2 licenses in the City of Toronto. One condition of the licence is that the winery offers regular, free tours to the public because experience has shown that the public is interested in watching a winery in operation. The winery is on the published wine tour list for sight-seeing which has created an unexpected tourist attraction in my ward.

The Alcohol and Gaming Commission of Ontario has provided the opportunity for such a winery to promote its wines by selling it by-the-glass in its retail store, a feature officially described by the AGCO as wine-by-the-glass. One of the requirements is to have the municipality pass a resolution allowing same. Therefore I am asking that City Council approve the recommendation to support their application.

RECOMMENDATION:

That Etobicoke York Community Council recommend that:

1. City Council support Macedo Winery's application to the Alcohol and Gaming Commission of Ontario to sell and serve wine for consumption by patrons at its location at 1381 Dufferin Street, and the City Clerk be directed to advise the AGCO accordingly.



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Toronto City Council
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