



**AIDV**  
CANADIAN SECTION

## 2025 Canadian Wine Law Conference | Vancouver, BC

Thursday ■ June 12, 2025

8:00 Registration Opens

8:45 Introduction & Overview

Chair: **Chris Wilson** – AIDV Canada  
Section President, and Norton  
Rose Fulbright Canada

9:00 British Columbia Regulatory Update

Fires? Freezes? Health Claims? Tariffs?  
Multi-dimensional external factors are  
affecting the Canadian wine industry and  
its regulation. Senior representatives of  
the BC LCRB and BC LDB will discuss  
recent British Columbia regulatory  
changes that are of vital importance to  
industry: including the 2024 vintage  
replacement programme, LDB winery  
categorizations and licensing reforms.

Chair: **Mark Hicken** – President,  
Alca Intelligence

Speakers: **David Hume** – Assistant  
Deputy Minister and General  
Manager, BC Liquor and  
Cannabis Regulation Branch

**Erin McEwan** – Assistant  
Deputy Minister and Chief  
Administrative Officer, BC  
Liquor Distribution Branch

10:00 Break

10:30 Labelling and Marketing

Building on the opening policy discussion,  
this multi-jurisdictional panel explores the  
current rule set applicable to health  
warnings and ingredient labelling of  
alcoholic beverages in their respective  
jurisdictions. Each presenter will be  
invited to comment on the current  
legal/political landscape in their  
jurisdiction and speak to any proposed  
and/or pending rule changes.

Chair: **Lee Chitty** – Cases & Cases

Speakers: **Evie Bouras** – McCarthy  
Tétrault LLP

**Erin Kelleher** – Hinman &  
Carmichael LLP, San Francisco

**Marco Giuri** – Studio Giuri  
Avvocati, Florence, Italy

11:30 Health Policy and Wine Culture

This panel will detail and assess the state  
of government regulatory and health  
policy changes in Canada, the US and  
Europe affecting the wine industry, and  
discuss responses from a wine culture  
perspective to reach policymakers and  
consumers.

Chair: **Karen Graham** – WineDrops

Speakers: **Bennett Caplan** – President,  
Abridge, Washington, DC

**Dr. Dan Malleck** – Chair,  
Dept of Health Sciences,  
Brock University

**Harry Hertscheg** – Executive  
Director – Vancouver  
International Wine Festival

12:30 Lunch break (independent)

**5.0 hours CLE credits**  
LSBC Course #AIDV2025-1  
(Ontario and Quebec self-certifying)



#### 14:00 International Trade: Tariffs, Uncertainty, and other Current Topics in Cross-border Trade

Recent developments in the realm of international trade have resulted in uncertainty, adversity, and risks of real economic harm for Canadians. This panel will dynamically address the pressing international trade issues as they stand.

Chair: **Dan Hohnstein** – Tereposky & DeRose LLP

Speakers: **Brady Gordon** – Blake Cassels & Graydon LLP

**Dan Kiselbach** – Miller Thomson LLP

**Matt Thirlwell** – Managing Partner, Vintage West Wine & Spirits

#### 15:00 Break

#### 15:30 Internal Trade: Liberalisation in Wine

New momentum for breaking down internal trade barriers is leading to regulatory changes to enable freer movement of Canadian wine. The panel will consider progress to date for nationwide direct Canadian wine sales, and assess wider policy and economic implications.

Chair: **Megan O'Neill** – Farris LLP

Speakers: **David Lawrason** – Canadian Culinary Championships & National Wine Awards

**Jairo Yunis** – Director of Policy, Business Council of BC

**Jeff Guignard** – CEO, WineGrowers BC

*With thanks to our sponsors:*

**FARRIS**



**NORTON ROSE FULBRIGHT**



Date: **Thursday, June 12, 2025**

Time: **8:00 am** Registration Opens

Location: Farris LLP  
700 W Georgia Street  
Suite #2500  
Vancouver, BC

Cost:  
\$165 members  
\$225 non-members  
\$125 wine sector  
\$50 students

Register: [www.aidv.ca](http://www.aidv.ca)

#### 16:30 Wine Leaders: Market & Business Outlook

This panel leads off with the presentation of the 2025 BMO North American Wine Market Report. Canadian winery representatives then discuss industry challenges, opportunities and strategies.

Chair: **Erin Korpisto** – CoFerment Management, TerraVista Vineyards & Synchromesh Wines

Speakers: **Adam Beak** – Head, Wine and Spirits Group, BMO

**Severine Pinte** – Managing Partner, Le Vieux Pin & LaStella Winery

**Christa-Lee McWatters** – VP, Adega Estate Winery & Gate 22

#### 17:30 Network Reception and Tasting

Join us for an exclusive wine tasting and networking reception following the seminar. Enjoy a curated selection of fine wines while engaging in insightful conversations and building valuable connections with fellow attendees.

