



vineroutes

RESTAURANT
AWARDS

INFORMATION DECK

about **v i n e r o u t e s**

Since launching in early 2020, VineRoutes offers an approach to wine culture that is both accessible and unpretentious, while highlighting world-class producers, innovative culinary talent and wine-related lifestyle and travel. Presented in a fun and contemporary format, VineRoutes is a resource for connoisseurs and novices alike in search of excellent food and drink.

key statistics



42%

users who have clicked on a page regarding Food and Wine content on **vineroutes.com**



25%

of all page views on the **vineroutes.com** website are for Food and Wine content



30%

of all Google search queries that lead to a user visit on **vineroutes.com** are restaurant related

vineroutes
TOP 25
RESTAURANT
IN ONTARIO

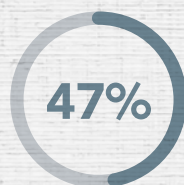
#1

most-read feature on **vineroutes.com** is our **25 Top Restaurants in Ontario**



24%

increase in user traffic year over year on **vineroutes.com** (2024 vs 2023)



47%

increase in page views year over year on **vineroutes.com** (2024 vs 2023)



73%

of **vineroutes.com** users are Canadian

vineroutes' restaurant awards

VineRoutes' Restaurant Awards recognize dining destinations across Canada for their standout and memorable food and wine experiences, distinguishing themselves through thoughtful wine selections, service quality, and alignment with their cuisine.

Three award levels help guide readers on quality and dining expectations, with biennial or triennial re-evaluation to ensure ongoing excellence.



Focused on restaurants prioritizing Canadian wines, requiring at least 50% of their wine list to be local/Canadian. Lists must be carefully curated to match the menu's theme, both in variety and price.

KEY CRITERIA

Diverse and quality driven Canadian wine selection, and a knowledgeable manager or sommelier to assist guests.

Note: Private clubs and winery-owned restaurants exclusively serving their own wines are not eligible at this time.)



This award level recognizes restaurants that carry extensive wine options and dedicated sommelier service, requiring a set minimum of wines that represent multiple regions and varietals.

KEY CRITERIA

Minimum of 100 wine selections (or 70 selections with at least 25% being Canadian labels) and in-house sommelier or wine director for dinner service.



This is the top honour for restaurants with a premier food and wine service, typically offering a minimum of 300 wine labels, breadth in vintages, and at least 5% Canadian VQA wines in their selection.

KEY CRITERIA

Comprehensive and presentable wine list, full-time sommelier and wine director, and a minimum 60-seat restaurant capacity.

Note: Winners of this award maintain their standing for three years before re-evaluation.

FAQ

Q. How do I apply for VineRoutes' Restaurant Awards program as a new applicant?

- A.** All applications will be submitted through our online platform, which will be open between Feb. 15 to May 31, 2025. The application requires a wine list, food menu and certain restaurant information.

Winners are announced early fall and featured on our website, newsletter and social media platforms.

Q. What is the entry fee?

- A.** The application fee for all restaurants submitting during the application window timeframe will be \$350.

Q. Are private clubs and winery restaurants eligible?

- A.** Entries from private clubs are not eligible. Winery restaurants serving only their own winery's wines are not eligible.

Q. My restaurant is located outside of Canada. Can I apply?

- A.** No, we are currently not awarding restaurants from outside Canada.

Q. How can I find out if my application has been received and how do I pay?

- A.** You should receive a confirmation email upon completing your online application. Upon confirmation, you will receive an email with an invoice to pay your application fee (we will be emailing the designated contact you provide us). You will have 30 days to pay your fee in order to qualify as an award winner.

Q. My wine list is presented on an iPad. How should I submit it for review?

- A.** Please upload a PDF of your wine selections, if it is not formatted in a way that properly displays all information (vintage, producer, appellation, wine name, price, etc.) you may submit screen shots of how it is displayed to the customers.

Q. I have more than one restaurant. Do I need to enter them separately?

- A.** Yes, each restaurant must have a completed online application including digital uploads of required materials. Each restaurant also carries its own application fee.

Q. Should I include copies of my lunch menu, press clippings or anything else?

- A.** No, only your wine list, dinner menu, information form and entry fee are required. Other materials are not reviewed by our judging panel.

Q. When do I submit a headshot or photos of my restaurant?

- A.** You will be contacted by email for high resolution images of the restaurant, chef and sommelier/wine director at a later date.

Q. If my restaurant wins an award, how will I be notified?

- A.** All award winners will be notified by e-mail during the summer and then listed on our website in early fall. Award certificates are mailed in October.

Q. If my restaurant wins an award, how long is the award good for?

- A.** Restaurants winning either the **Regional Excellence Award** or **Award of Distinction** will maintain their award-winning status for two years before needing to re-apply (as long as they remain open and in good standing). Restaurants winning the **Vine Award – for Best in Distinction** will maintain their status as top-level winners for three years before needing to re-apply. (VineRoutes does reserve the right to remove a restaurant award winner after one year.)

Still have questions?

E-mail restaurants@vineroutes.com.

Follow @vineroutes on Instagram for the latest news and updates.

important dates

The submission window this year is from
February 15th – May 31, 2025.

Restaurants will be notified as to which award they have won towards the end of the summer, and awards will be announced on our website in early fall.

application fee

Standard Fee: \$350

(applications must be submitted and payment received before June 1st, 2025)

Payment:

We accept credit cards and e-transfer payments.

contact us



vineroutes.com



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