The globalization of the wine industry has created a market for long-established methods of wine production, regional and endemic areas of viticulture and a need to preserve and develop traditional customs in viniculture and viticulture.

The *Vinsseaux Traditionnel* study was conducted to determine the necessity of creating a distinct and unique label based on a foundation of specific prerequisites for sparkling wine produced in Canada and to investigate the opportunity to create a destination travel opportunity featuring Canadian sparkling wines.

The diversity of Terroir creating a unique environment for viticulture and the frequency sparkling wine produced in comparison to still wine is investigated. The opportunity for Destination Travel Marketing is explored.

As of 2012, Canada hosts over five hundred commercial wine producers and grape growers yielding grades on a soil diversity including heavy clay soils and deep organic soils such as bog soil, limestone and granite. According to the Government of Canada 2012, thirty-five million visitors travelled to Canada including wine tourism. An overall increase to viniculture expenditure of 12.4% per annum is evident. The research team is proposing the suggestion of creating a distinct label protecting Canadian sparkling wine with the term *Vinsseaux Traditionnel* and a consideration of creating a globally recognized Wine and Destination Travel Region with the inclusion of local gastronomy and regional etiquette.

The wine industry depends on the environment of nature and the disposition of marketing for its survival. Recipe, methods of cultivation, the increase of homogenization within the industry itself requires the support of distinct preservation mandated by a governing body including distinct product labelling. The concept of *Vinsseaux Traditionnel* (as it applies to Canadian Sparkling Wine) has been presented to a member of Provincial Parliament and is under revision for further investigation.