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1 Purpose

Magnotta Winery is committed to excellence in serving all our customers, regardless of race, creed, age, gender or disability. This policy will serve to outline our policies, procedures and practices in our focus and responsibility to serve all our customers with dignity and to provide equal opportunity.

2 Scope

This policy applies to all employees of Magnotta Winery Corporation who interact with the customer as well as any employee responsible for the development and implementation of customer service policies, procedures and practices.

3 Policy

3.1 Legislation

The Accessibility for Ontarians with Disabilities Act (AODA) became law in 2005. It has been mandated under the act, to break down the barriers faced by people with disabilities to make the province of Ontario accessible by 2025.

The various accessibility standards being developed; implemented and enforced are:

- Customer Service
- Transportation
- Information and Communications
- Built Environment – including buildings, parking and entrances
- Employment

These standards will address barriers facing people with a range of disabilities, including physical, vision, hearing, sensory, mental health, developmental and learning.

Addressing the accessibility standard for customer service is the first standard being developed. Organizations providing goods or services either directly to the public or to third parties and have one or more employees in Ontario must comply with this standard by January 1, 2012.

3.2 Policy

Through our daily operations, Magnotta Winery Corporation strives at all times to provide its goods and services in a way that respects the dignity and independence of all customers, particularly people with disabilities. We are committed to providing people with disabilities with the same opportunity to access our goods and services allowing

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them to benefit from the same services, in the same place and in a similar way as other customers. As such, the following functions and responsibilities must be carried out:

3.2.1 Communication

It is our policy to communicate with people with disabilities in ways that take into account their disability.

3.2.2 Telephone Services

We are committed to providing fully accessible telephone service to our customers. We will train staff to communicate with customers over the telephone in clear and plain language and to speak clearly and at a normal pace.

3.2.3 Assistive Devices

We are committed to serving people with disabilities who use assistive devices to obtain, use or benefit from our goods and services.

Definition – a tool, technology or other mechanism that enables a person with a disability to do everyday tasks and activities, such as moving, communicating or lifting at home, work, school, etc. Such devices include walkers, scooters, wheelchairs, canes, hearing aids, magnification or specialized learning software, communication boards, etc.

We will ensure that our staff is trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our goods or services.

3.2.4 Service Animals

Service animals are welcome while accompanying people with disabilities on any premises open to the public.

Staff will be trained in how to interact with people with disabilities who are accompanied by a service animal. Where service animals are not clearly identified, a staff member will ask the owner to provide appropriate documentation.

3.2.5 Support Persons

Magnotta welcomes any person with a disability who is accompanied by a support person. At no time will a person with a disability who is accompanied by a support person be prevented from having access to his or her support person while on our premises. Should there be a need to request confidential information from the customer; an employee will first ask the customer for consent prior to any conversation being had.

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Admission Fee for a Support Person

Tours & Tasting

If a support person participates in the consumption of food and alcohol portion of the tour, the support person must pay the admission fee as follows:

- \$40 – Traditional Tour
- \$80 – Premium Tour
- \$200+ - VIP Tour

If the support person only participates in the tour portion and does not consume any food or alcohol, no admission fee will be applied.

3.2.6 Notice of Temporary Disruption

In the event of a planned or unexpected disruption to the services or facilities used by people with disabilities, Magnotta will provide notice to customers as soon as possible. The notice will include information regarding the reason for the disruption, its anticipated duration and a description of alternative services, if available.

The notice will be posted at the entrance to the retail store and at the site of the disruption.

3.2.7 Feedback Process


Providing exceptional customer service is of great importance to Magnotta. As such, we value both positive and constructive feedback from our customers.

Customer comments can be forwarded through the following avenues:

- Speaking to a Manager
- By e-mail to customerservice@magnotta.com
- By e-mail to hr@magnotta.com
- By phone to 1-800-461-9463

Responses to any customer comment will be made in the same manner in which the comment was received, unless the customer stipulates otherwise.

All feedback will be reviewed by our General Manager, Retail Operations, a decision made and response by the GMRO to the customer directly within one (1) weeks time.

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3.2.8 Availability and Format of Documents

A poster will be displayed at each store advising customers that this policy will be made available upon request as per the requirement set by Ontario Regulation 429/07.

Magnotta will strive to provide the information contained within this policy to a person with a disability in a format that takes into consideration his or her disability upon request.

3.2.9 Modifications to Policies

Magnotta is committed to developing customer service policies that respect and promote the dignity and independence of people with disabilities. If any change is to be made to this policy, it is to be made after considering the impact of the change on people with disabilities. Any policies that do not respect and promote the dignity and independence of people with disabilities will be modified or removed.

3.3 *Communication*

This policy will be communicated to all employees via memo and to new employees during orientation through the Policy and Procedures Manual.

3.4 *Training*

Training will be provided to all employees responsible for dealing with the general public as well as any individuals responsible for the development and implementation of customer service policies, procedures and practices.

All office employees responsible for interacting directly with customers including Store Managers will complete the AODA: Awareness Training on-line course provided through a 3rd party organization before January 1, 2012.

Store Managers, with the assistance of the Magnotta *AODA Training Program* will be responsible for training all retail staff on this policy, its procedures and practices before January 1, 2012.

Staff will be trained on how to interact and communicate with people with various types of disabilities.

Training will comprise of the following:

- An overview of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard

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- Review and understanding of the Magnotta Customer Service Policy – AODA
- How to interact with people with various types of disabilities
- How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or a support person
- How to use any equipment or devices available at the workplace to assist with providing goods or services to people with disabilities
- What to do if a person with a disability is having difficulty accessing your organization’s goods or services

4 Enforcement

This policy must be adhered to by all Magnotta Winery Corporation employees. Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.

5 Revision History

December 2011 – Original