

Celebrate the Wines of British Columbia

BC WINE INDUSTRY QUARTERLY REVIEW

Savour this place



FISCAL 2018: 3rd QUARTER REVIEW

Celebrate the Wines of British Columbia reviews the work of the BC Wine Institute during each quarter of the fiscal year.

This 3rd quarter review covers activities that occurred during October, November and December 2017.

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PRESIDENT'S REPORT

On November 6, British Columbia's government announced it would act upon on a campaign promise to create a beer, wine and spirits panel, and had retained wine industry lawyer and expert Mark Hicken.

Reporting through Attorney General David Eby, Hicken is leading an outreach to BC's beer, wine and spirits stakeholders, including the manufacturing, retail and hospitality sectors to provide recommendations to government on ways to support BC's industry.



Miles Prodan

In addition to taking the recommendations forward, Hicken will also advise government on the creation of a BC beer, wine, and spirits panel, including suggested panel members.

In meeting with Hicken in December, BCWI Board of Directors emphasized issues critical to the continued success of the BC wine industry, including: entrench the world-wide accepted practice of direct delivery for 100% local wine; safeguard the pre-NAFTA 60 industry off-site retail licences - including BCWI's BC VQA Wine stores; better access to, and transparent pricing, at BC Liquor Stores; and BC winery satellite tasting rooms.

The BCWI also advocated for changes to regulations to conform with the BC Wine Appellation Task Group recommendations that passed in July 2017 through a BC wine industry plebiscite. To date, only three of the 10 recommendations have been implemented.

While Hicken would not say what issues the panel was likely to focus on, he did indicate emphasis will likely include the many flashpoints for industry in the past several years; one such point is the BC LDB organization being both a warehousing and

distribution monopoly and a large, competitive retailer.

To ensure alignment with other industry stakeholders, the BCWI spearheaded a collaborative process which developed an industry stakeholder position paper focused on issues of mutual concern, including: corporate structure; governance and retail pricing policies of the BC LDB; and the potential impact of cannabis retail on provincial liquor sales.

[Miles Prodan](#)



2017 Report, Canada's Wine Economy - Ripe Robust Remarkable. Commissioned by the Canadian Vintners Association, the Winery & Grower Alliance of Ontario, the BC Wine Institute and Winery Association of Nova Scotia.
www.canadianvintners.com | www.wga.ca | www.winebc.org | www.winesofnovascotia.ca

Click image to enlarge.

MESSAGE FROM | [BCWI MARKETING DIRECTOR \(PROGRAMS\)](#)

[First Canadian Wine Sommelier Champion of Greater China](#)

To celebrate Canada's 150th Birthday, the Canadian Embassy, Global Affairs Canada, and Consulate General of Canada in Greater China organized the first Canadian Wine Sommelier Championship targeting sommeliers in Greater China. The final stage of the competition was held in Hong Kong on November 23, 2017, with five finalists from Hong Kong, Beijing, Shanghai, Chongqing, and Guangzhou competing.

The finalists had taken part in a competitive screening process over three months, culminating in a final day of wine theory, blind tastings, and a service exam judged by a panel of Master Sommeliers, wine educators, and industry representatives including Kim Barnes, British Columbia Wine Institute.



[Kim Barnes](#)

The judging panel selected Mr. Christian Cong ZHANG from Shanghai as the first Canadian Wine Sommelier Champion in Greater China. As Champion, he has been awarded a trip to the wine regions of British Columbia, Ontario, and Nova Scotia, courtesy of supporting partners Destination Canada, the British Columbia Wine Institute, the Wine Marketing Association of Ontario and Wines of Nova Scotia. The visit will take place in 2018 to coincide with the

For more details on the championship, organizers and supporting partners, visit the [Canadian Wine Championship](#) website.



First BC Wine BootCamp

The British Columbia Wine Institute was thrilled to initiate the first [Wine BC BootCamp](#) bringing together top industry professionals from around the world and across the country to share, taste, talk, learn and celebrate the *Wines of British Columbia*.

Over four days, [attendees](#) networked with top BC wine professionals including Masters of Wine, Master Sommeliers, winemakers, viticulturists, wine educators, and local esteemed chefs. Growing their knowledge and developing their BC palettes as they participated in tastings, panel discussions, interactive wine and culinary pairings with keynote presentations focusing on the history, progress and future of BC's wine industry.

Masterclass themes included: soils and geology, regional tastings, BC wines' ageability, BC in the wine world, BC's wild side - natural wines, and more. Three BC winery associations hosted the group for a regional themed experience on the [Naramata Bench](#), [Summerland's Bottleneck Drive](#) and across the mountains in the [Similkameen Valley](#). The evening finale featured a BC Best Pairings Dinner in which attendees and special guest chefs were tasked with creating dishes using key local BC ingredients paired with two BC wines to be judged for the award of [Best BC Pairing](#)! More than 30 top industry professionals attended from London England, Seattle Washington, China, Hong Kong, Manitoba, Alberta and British Columbia. Here are a few of the comments we received.

"I would like to say a BIG THANK YOU for organizing this amazing wine trip for us. It was very educational, extremely well organized. It was just truly amazing. We learnt a lot. And I hope I will be able to get some of my highlights here in Hong Kong soon. Thank you very much for everyone who got involved." - Szabolcs Menesi, Head Sommelier, Island Shangri-La, Hong Kong

"I would like to thank you for having us for an amazing educational trip in BC. Highly appreciate all your colleagues' hospitality for making us feel like home during the trip in BC. We are surprised by the charm of nowadays BC wine. Hope I can do something for Canadian wine, for you in the Asian market." - Jasper Sun, Director of Wine, Jing'An Shangri-la, Shanghai China

"I discovered that my knowledge of BC wine was seriously dated; that significant regional differences are now readily apparent; how geology makes a difference in the Okanagan & Similkameen; that the Riesling (and Chardonnay) is pretty damn serious; that there is a significant number of excellent "alternate" producers; and, of course, that there is so much more to know. I'm concerned, however, that the wines were so well chosen that we all left with the wrong impression." - Gary Hewitt, CAPS-Manitoba Past-President, Buyer & Sommelier Instructor Banville & Jones Wine Co./Wine & Drinks College Manitoba

"What a pleasant experience. What a well-run boot camp! Thank you. I learned a lot. Made a lot of connections. And got freelance ideas from the experience." - Tan Vinh, Seattle Washington

"I just wanted to thank you so much for giving me the opportunity to attend the first BC Wine Bootcamp. It was educational, informative and inspiring. It was also extremely well organized. I think it was a great investment and so wonderful to engage the sommelier community. I realized how much I have to learn about our wine industry, even after working with BC Wines for the past 17 years." - Leslie Brown, CAPS-BC President

Contact: [Kim Barnes](#)

MESSAGE FROM | BCWI MEDIA RELATIONS MANAGER

During the third quarter the *Wines of British Columbia* gained more international and national spotlight in the media as a result of hosting in-region familiarization tours, high-profile media events, and through distribution of topical media releases.

In November, the BCWI welcomed eight acclaimed international and national wine writers from New York, Seattle, Washington, Manitoba, Alberta and British Columbia alongside 20 sommeliers for the inaugural Wine BC BootCamp that ran November 5 through 8. Prior to that, the BCWI hosted five writers and sommeliers from the UK, Hong Kong and China for a three-day familiarization tour around the Okanagan Valley and Similkameen Valley. These events to date have resulted in 28 articles generating \$137,685 in unpaid media, reaching 10,194,525 in circulation.



Laura Kittmer

Media guest Eric Degerman, President and CEO of Great Northwest Wine said, *"This was the best fam I've ever been a part of in my 20 years as a wine journalist. I knew that the inaugural Wine BootCamp would be yet another remarkable learning opportunity and a delicious experience."*

Following these events, the BCWI worked with media guest Tara Q. Thomas, editor of *Wine & Spirits Magazine*, to expand its annual Canadian Wine Tasting to include all recommended BC wines for the first time, regardless of whether they are currently available in the USA market. The BCWI worked with the magazine in offering a wine consolidation to all member wineries, resulting in 45 BC VQA Wine submissions. The BCWI looks forward to continuing this relationship and helping to build exposure for BC wine in this top USA wine publication.

The BCWI hosted their Discover VIP BC wine seminar during the third quarter enabling the *Wines of British Columbia* to reach more than 21 key Calgary media and trade in a blind tasting of BC vs. the world. With a focus on red blends and chardonnay, the wines were informally ranked among the attendees including, sommeliers Mike Roberts at Co-op Wine Spirits Beer, Jynnifer Gibson at Charcut Roast House, Josh Jamroziak at Blink Restaurant,

Bruce Soley at River Café, wine buyers Pierre Corriveau at Sobeys Liquor, Nathalie Gosselin at Vine Styles, and others. BC ranked first and second among red wine blends, second and third among Chardonnay. The attendees were pleasantly surprised.

In response to the devastating wildfires in California, the BCWI distributed a media release on behalf of the BC Wine Industry publishing a list of recommended ways British Columbians could help support the California wine industry and community. The release gained traction among national and international news outlets to help spread the word.

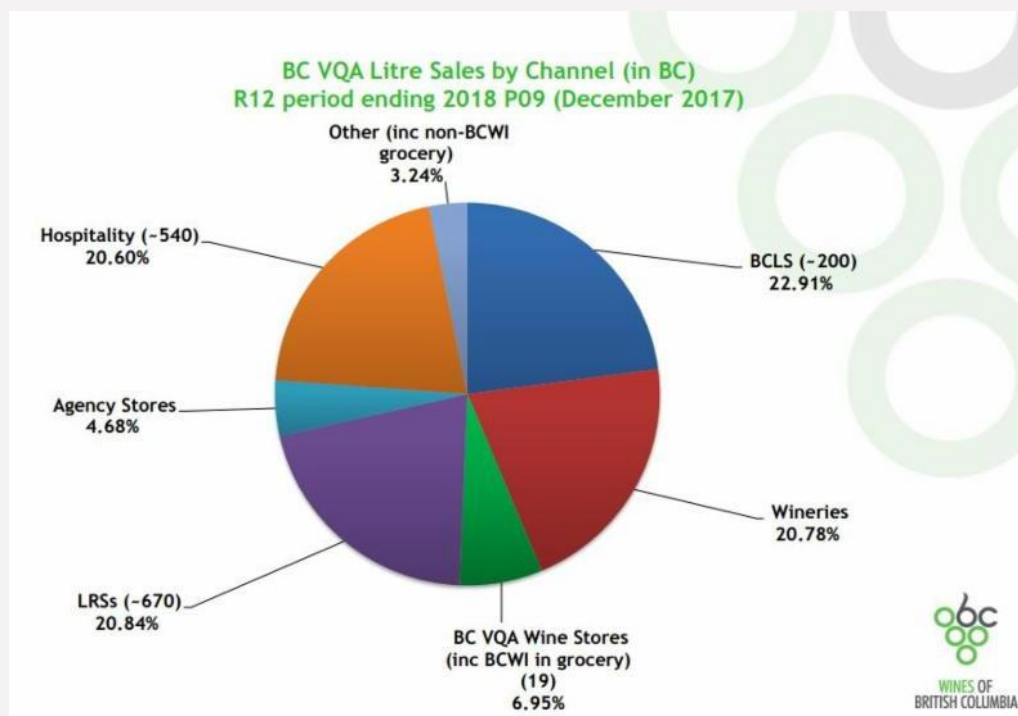
For more information on our media relations efforts, see the [Media Relations Summary](#) below.

[Laura Kittmer](#)

MARKET DASHBOARD | [BC SALES REPORTS \(IN LITRES\)](#)

To see available sales reports from the third quarter, click on the links below.

[Oct](#) | [Nov](#) | [Dec](#)



MARKETING & EVENTS REPORT | [Q3 Summary](#)

[Discover *Wines of British Columbia* Fall Release Tasting - Calgary, Alberta](#)

With the changing seasons came another successful Discover trade tasting at the Hyatt Regency Calgary hotel this past October. Overall, feedback from attendees surveyed was positive.

Attendee Survey Highlights include:



[Kirsten de Jager](#)



Metric	Calgary
Number of attendees	108
Reported developing new business relationships	79%
Have listed new products as a result of attending	50%
Likely/Extremely likely to attend next event	89%
Rated the event overall as Excellent or Very Good	86%

The *Wines of British Columbia* [event app](#) facilitated engagement between wineries and trade attendees during Discover. The [event app](#) includes wineries information, listing of wines, wine tech sheets, contact information for agents of wineries, and allowed attendees to mark their 'favourites', rate and write notes on wines tasted as well as leave comments on the message board.

Winter Ambassador Program

In early December we partnered with the Delta Grand Okanagan to provide the *Wines of British Columbia* - Level 1 Ambassador training. The purpose was to equip attendees with an increased understanding of BC VQA Wine to enable them to tell our story effectively.



Teresa Nykilcuk

Participants were drawn from the Delta banqueting and restaurant staff, as their wine list focuses on local BC VQA Wine, as well as restaurants signed up to offer BC VQA menu pairings in the January Dine Around Thompson Okanagan event. A large contingent from Big White Ski Resort also attended as they gear up for their peak season. In all, we had more than 60 attendees.

The seminar was delivered by BCWI member and Master of Wine Marcus Ansems. The crowd was thoroughly engaged and eager to learn. Thanks again to our members donated the wine, as well as the Delta which provided the venue, glasses, A/V and set-up staff free of charge.



Out of region contest winners enjoy BC Wine Country hospitality

October saw three out-of-province contest winners visit the Okanagan Valley. Winners enjoyed weekends touring wineries in Kelowna and Naramata. These trips were the outcome of three campaigns:

1. Judith and Richard Carrick were contest winners from our digital campaign in Ontario, timed to support the March 2017 Vintages release.
2. Justin Rivard and Christine Robinson were the successful bidders on a BC Wine Country package at the Winnipeg International Wine Festival Charity Auction in May 2017.
3. Jim and Stacey Eddings were contest winners from our Seattle initiative in May and June 2017.



Contest prizing like this accomplishes three goals:

- Increases engagement of consumers in the campaign messaging.
- Provides social media content to engage consumers and increase contest awareness.
- Creates regional ambassadors to take a premium BC VQA Wine message to their home markets.

"We had an amazing time in Kelowna and loved all the wineries we visited. What a beautiful part of Canada. We will definitely be back to the area to experience even more of the wonderful wines and dining." - Judy Carrick

"We had a fabulous time this weekend! The tour driver was fantastic too. Very friendly and knowledgeable. We will definitely be making a return trip sometime in the future."
- Justin Rivard

Congratulations to our winners and thank you to all the wineries who welcomed them.



The final piece of our 2016 campaign "Explore BC Wine & Win" wrapped up in November when contest winner Julie Zoney and her friend took their trip to BC Wine Country.

Julie won the contest when she tagged a picture of her friend enjoying some wine at Cornucopia 2016 in Whistler with the hashtag #explorebcwine. Julie's prize was a weekend of wine tasting centered around [Light Up the Vines](#) presented by the [Bottleneck Drive Winery Association](#). All accommodation, tastings, meals and tickets to Light Up the Vines were donated by members and partners so we would like to thank:

- [Volcanic Hills Winery](#) and [Blu Saffron Bistro](#) for a lunch and tasting.
- [Quails' Gate Winery](#) and [Old Vines Restaurant](#) for a dinner fireside tasting and accommodation at [The Nest](#).
- [Summerland Waterfront Resort](#) for the accommodation and tickets to Light Up the Vines.
- [Local on Lakeshore](#) for lunch and the most amazing looking grilled cheese.
- [Summerhill Pyramid Winery](#) for lunch and tasting.

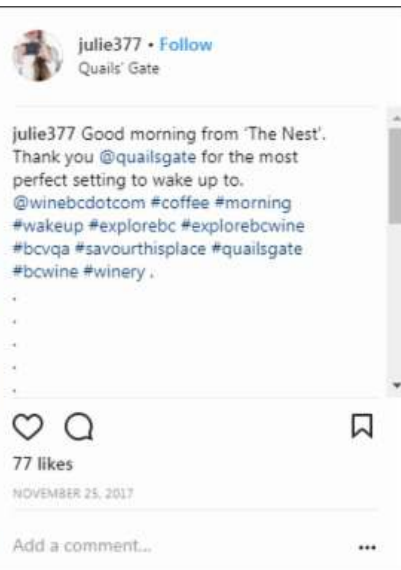


Contests play a vital part of campaign marketing activities for two reasons:

1. Attracting consumers to the Explore BC wine country campaign message.
2. Producing user generated social media content that allows our contest winners to be ambassadors for the *Wines of British Columbia* brand - either through word of mouth or social

media engagement.

Case in point, with our most recent contest winner, we benefited from Julie being a professional photographer with social media feeds devoted to food, wine and other beautiful things. Below are some of Julie's images from the trip. Find the below photos on the Instagram page [here](#).





We would like to thank all the prize sponsors that donated to the three prize packages during the last 14 months.

Grown Here Buy Local campaign raises awareness of BC VQA

From mid-June until end of September our campaign "Grown Here. Made Here. Enjoyed Here" was incredibly successful in raising awareness of what BC VQA means and deepening the connection of consumers with the *Wines of British Columbia*. The campaign consisted of the following integrated media channels:

- Sponsored closed captioning on TV. Earned 6.4 million impressions
- Five BC wines featured on Global TV's "Saturday Sips" segment
- Radio spots (click [here](#) to hear audio). 2.3 million total weekly audience over six weeks
- Digital ads were displayed in 26 high rise office buildings throughout Vancouver running every two minutes over twelve weeks
- Paid digital and social media impact. Earned 2.6 million impressions

The elevator advertisements were a new initiative that mapped the location of the media with

proximity to the featured wine. For example, Stoneboat Vineyards was promoted at One Bentall Centre Vancouver where their wine was available at Joey's, right in the building.

In addition, a brigade of staff visited private retail liquor stores, BC Liquor Stores, Save-On-Foods and other BC VQA Wine stores, as well as pubs and restaurants. Point of sale materials covered 260 locations with 450 merchandizing visits.

We also hosted a "Buy Local" day with all Save On Foods Wine stores. This day featured four wines chosen by Save-On staff, local BC food. The day generated notices in *The Province*, *Kelowna Daily Courier* and other event notice boards. Sales were brisk with 1,200 bottles of featured wine sold, and other stores reporting increased sales overall.

The campaign drove tens of thousands of web visits to WineBC.com; approximately 8,600 contest entries; and more than 3,000 consumers signing up to receive our quarterly newsletter, allowing us to continue our message of how BC VQA Wine should be their first choice when choosing a wine. The commercial goal of the campaign was to continue to increase market share of BC VQA Wine at rate outpacing the growth of overall wine sales. For the campaign period and up until the end of August, we can see wine sales rising month over month, as well as being greater than wine sales in 2016 for the similar periods.

Market share for BC VQA wines now stands at 17.9%, the highest reported to date. The final part of the Grown Here Buy Local campaign will take place in May or June of 2018 as contest winner, Michelle Rendle, takes her weekend trip into BC wine country.

Don't Just Sip There - Come Discover BC Wine Country

As fall harvest began in BC wine country, our wine and culinary tourism shoulder season campaign was launched in Calgary, Seattle and the lower mainland.

The campaign created an emotional connection with our target audience encouraging them to consider a wine and culinary tourism trip to BC wine country outside the high season of summer.

Targeted [social video storytelling](#) throughout the campaign showed strong interest with a completion rate of 74% compared to an industry average of 20%. 482,000 impressions and 366,000 video views were achieved within the four-week campaign. Performance was relatively equal across both videos, however the "Don't Just Sip There" video showed slightly higher. Facebook placements optimized toward conversions on the WineBC.com [trip planner page](#).

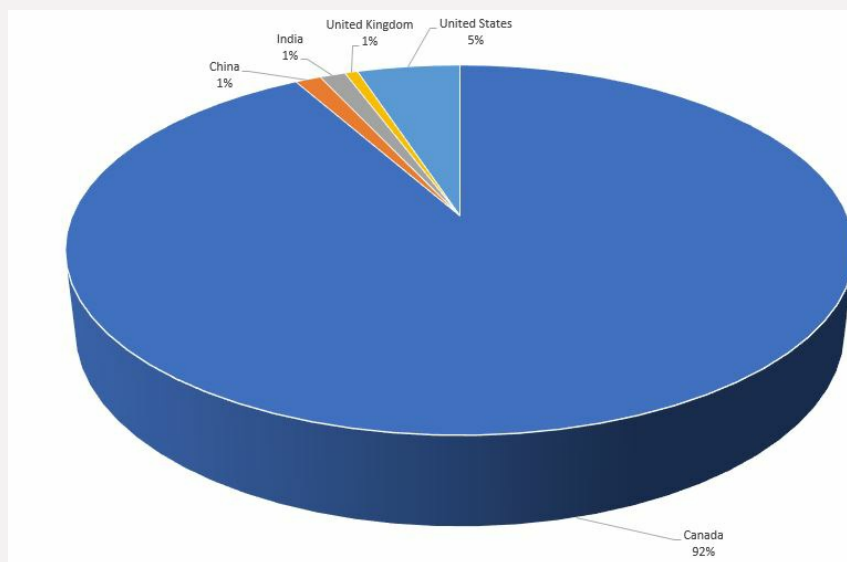


A total 2.7 million impressions and 3,713 clicks were delivered resulting in 827 site visits. Users flowed to www.WineBC.com and engaged with our trip planner. An additional 751 social media engagements were recorded including reactions, comments and shares.

MEDIA REPORT | Q3 SUMMARY OF COVERAGE

Direct and indirect media coverage of the BC Wine Institute, its members and the *Wines of British Columbia* reached more than 79 million readers and viewers from October 1 through December 31. Value for media coverage totaled \$684,320.

Number of articles released by country during Q3:



HOSTED MEDIA DURING Q3

- Ben MacPhee-Sigurdson (Manitoba)
- Darren Oleksyn (Alberta)
- John Szabo MS (Ontario)
- Eric Degerman (Washington)
- Kurtis Kolt (British Columbia)
- Laura Starr (British Columbia)
- Michaela Morris (British Columbia)
- Neal McLennan (British Columbia)
- Rhys Pender MW (British Columbia)
- Tara Q. Thomas (NYC)
- Tan Vinh (Seattle)

MEDIA-RELATED EVENTS

- Wine BC BootCamp
- Wine Writer Familiarization Tour
- Discover Fall VIP Media & Trade BC Wine Seminar: BC vs. The World

HIGHLIGHTS IN THE NEWS

News highlights from October through December:

In November, the BCWI hosted 28 international and national wine writers, sommeliers, wine directors and buyers from the UK, Hong Kong, China, USA and from across Canada for the inaugural Wine BC BootCamp, co-moderated and presented by Rhys Pender MW and John Szabo MS. So far, we have seen 28 articles surface as a result of this initiative, generating positive exposure for the *Wines of British Columbia* through broadcast, print and online.

WATCH! Global News | [Top sommeliers from around the world descend on Okanagan Valley](#)

News reporter Shelby Thom attended one of the Wine BC BootCamp masterclasses and interviewed a few of the international attendees. Catch a glimpse into what they had to say about BC wine and their first-time experience in BC wine country.

"A lot of different styles, a very versatile region, I found it really exciting and a region to watch the next few years for sure." Szabolcs Menesi, sommelier at the Four Seasons Hong

Kong.

"We've seen the depth and consistency in the wine-making here so what I'm really taking away is obviously it's not a massive wine making region but there is a really big focus on quality." - Jonathan Kleeman, sommelier from London, England.

***Westender* | [Global experts get giddy over B.C. wine](#)**

Michaela Morris (participated on the Wine BC BootCamp wine selection committee) interviews some of the international guests and captures their impressions on BC VQA Wine and their first experience in BC wine country in her article for the *Westender*.

For all media dippings from the Wine BC BootCamp, [click here](#).

***Forbes Magazine, USA* | [O Canada, Let Me Pour You A Glass of Wine](#)**

In response to BC wine-in-grocery complaints, Ronald Holden writes about the quality of BC Wine and BC's growing reputation on the international stage in *Forbes Magazine*. He writes *"the Okanagan has the potential to produce some of the best wine on the continent."*

Forbes Magazine is the audience leader in the business category and has accrued over 3.2 million more readers than the closest competitor for an average audience readership of 6.7 Million.

***Write for Wine, USA* | [Colour VQA Wines from B.C.](#)**

Invited media guest and Washington-based wine blogger Margot Savell writes about the new BC VQA Wine Fall releases, highlighting her top 15 wines from the Colour BC VQA Wine Trade Tasting in September. Savell also attended the VIP wine seminar earlier on 'BC's Wild Side, described in a separate post, [BC's Wild Side](#).

***The Buyer, UK* | [The Judgment of BC: how the wines of British Columbia stood up to the world](#)**

We continue to see media coverage surface from BCWI's 3rd annual Judgment of BC. UK-based wine writer Christina Rasmussen writes on her personal experience and highlights as a first-time judge of the 3rd annual Judgment of BC in *The Buyer*, a London-based online wine publication with a circulation of 70,271.

***Quench Magazine* | [Wineries around northern British Columbia are breaking new ground](#)**

***WineAlign* | [Canadian Wine Report - December 2017](#)**

Additional coverage for BC's emerging regions surfaced this quarter as a result of BCWI's emerging region familiarization tour in July. Media guests Gurvinder Bhatia and David Lawarson presented some of their observations on these regions along with a few highlights from the trip in the October issue of *Quench Magazine*, and online in *WineAlign's* Canadian Wine Report.

For a list of media coverage generated from October 1 through December 31, click [here](#).
For a full list of media dippings from the Wine BC Bootcamp, click [here](#).

PRESS RELEASE ROUND-UP

In order to ensure the *Wines of British Columbia* stay top of mind in key markets and to make sure consumers and industry remain informed on issues affecting the wine industry, the BC Wine Institute regularly issues press releases to a group of more than 300 media, primarily in Canada and the US.

Press releases issued in Q3 are located in the News section of our Press Room on [WineBC.org](#).

During Q3, social media promotion focused on a number of shoulder season campaigns ranging from consumer tourism, to trade, to industry and advocacy supporting the growth of the BC wine industry.

Key messages and visuals centered around strategic key themes. All were promoted across all social media channels and resulted in large and healthy audience build. Main topics included:

- Holiday Gift Giving Guide Campaign
- Taste & Terroir Blog Launch - Professional editorials from wine tourism professionals
- 1st Annual Bootcamp Promotion; included BC Culinary/Wine competition
- Outreach on the FreeMyGrapes campaign



Ashley Spilak

BCWI soft launched the [Taste & Terroir](#) blog in early November adding influential voices to the BC Wine Institute's [WineBC.com](#).

BCWI earned increased engagement from Facebook promotion and the blog launch, profiling a range of talented tourism and wine professionals. Claire Newell, a Travel Expert, media personality, and corporate spokesperson author, wrote her blog on [award-winning BC wineries to visit while on vacation](#). The Facebook post reached 7,812 and earned 215 engagements.



Facebook

Fans: 7,888

BCWI gained 2,377 new fans on the Facebook page during Q3, a 30% increase. Our most engaging posts included the BCWI support for California during devastating wildfire events. The post reached 10,680 people and earned 333 engagements, including 65 shares.

 **Wines of British Columbia**
Published by Hootsuite [?] · October 11, 2017 · *

In BC, we are no strangers to wildfires, however the destruction that has hit Northern California this week is absolutely devastating. On behalf of the BC Wine Industry, we would like to offer our support to our colleagues in California. Learn how you can help. And please share.
<http://www.winebc.org/news/view/178>

BC Wine Industry Offers Support to California



WINES OF BRITISH COLUMBIA

From all of your Northern neighbours, stay strong California - our thoughts are with you.

#CaliforniaWildfires

 10,680 people reached



 Dianna Jarman, Mary Halpert and 136 others

5 Comments 65 Shares

Instagram

Followers: 4,741

Our Instagram account gained a 55% increase in engagement and 4.52% growth over the previous quarter, with 205 new followers and 5,008 engagements.

Our most engaging Instagram posts included a re-post from Mission Hill Winery and the below winter wildlife shot located in the vineyards of Tinhorn Creek Vineyards.



Twitter

Followers: 10,279

Our Twitter followers increased by 148 followers or 1.3% during the quarter.

The top promoted tweet featured support for California during its devastating wildfires. The tweet earned 6,403 impressions, 104 engagements, including 28 likes, 18 retweets and 23 click throughs.

The top organic tweet featured the BC wine industry's substantial contributions to BC jobs and the economy, earning 3,326 impressions and 106 engagements, including 26 likes, 14 retweets and 33 click-throughs.

Top Tweet earned 3,245 impressions

It bears repeating. [#BCWine](#) contributes \$2B+ to the BC economy every yr. & 10,000+ jobs. Our wineries have earned accolades both with international awards & professional media. Two stories here: [ow.ly/29kP30hd09a](#) [ow.ly/mdHI30hd0aV](#) [pic.twitter.com/0s4NefxTWp](#)

British Columbia reds win 11 gold medals



14 26

BCWI renewed its formal support of the [FreeMyGrapes](#) (FMG) mandate and campaign on August 24, 2017. Since that time and through Q3, the BCWI undertook a complete website redesign, relaunched the Facebook page and executed digital and social media messages that have attracted new voices in support of growing the BC and Canadian wine industry. Providing

a fresh face to the FMG brand has expanded reach and a consumer audience specifically concerned with the barriers, red-tape, and lack of progress on interprovincial free trade.

Over Q3, digital progress included the following:

Twitter: +7% Growth

Facebook: +26% Growth

Direct communications via Letters Writing Tool: Reached 1,500 with 777 conversion.



Compared year over year, referral traffic from the BC Wine Institute's social media to the WineBC.com website grew: [Facebook](#) saw 1,935% increase, [Twitter](#) saw a 701% increase and [Instagram](#) saw a 241% increase.

WINE COMPETITIONS | Q3 RESULTS

Each year, BC VQA Wine and certified 100% BC grape wine are entered into dozens of wine competitions where they show extremely well. In Q3, the results were announced from one competition. Here are the highlights:

Best of the Northwest Wine Awards (Washington, USA) - October 2017

DOUBLE GOLD (6)

Lake Breeze Vineyards Pinot Gris 2016 BC VQA Okanagan Valley

Crescent Hill Winery Gewurztraminer 2015 Glennallyn Private Reserve BC VQA Okanagan Valley

Backyard Vineyards Nosey Neighbour 2016 BC VQA Okanagan Valley

Clos du Soleil Capella 2015 BC VQA Similkameen Valley

Lake Breeze Vineyards Syrah 2014 BC VQA Okanagan Valley

Best Bordeaux-Style Red Blend Clos du Soleil Signature 2013 BC VQA Similkameen Valley

For a complete list of winners, visit WineBC.org

British Columbia Wine Institute: Visit us online at
WineBC.com (consumer) | WineBC.org (member & media)



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