



FISCAL 2020: FIRST QUARTERLY REVIEW

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

This first quarterly review covers activities that occurred during April, May and June 2019.

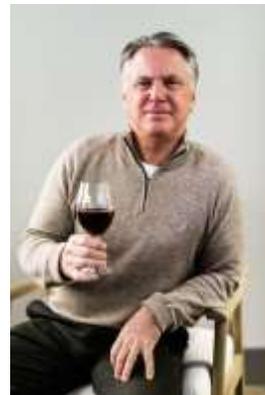
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President & CEO Message

The first quarter of a new fiscal year is an especially busy time and BCWI's Fiscal 2020 Q1 was no exception.

It is a time for reporting last year's efforts and progress headway on the current year's objectives.



Regarding the former, this past year saw continued success for the BC wine industry highlighted fiscal year (March 2019) with litres market share for of BC VQA Wine sold in the province at an all-time high of 19.25 per cent - up 3.37 per cent (56,000 cases) over the previous year.

More importantly, that growth continues to be relatively evenly distributed across all distribution channels with an average increase of 10.13 per cent except LRS which was down 3.14 per cent over last year.

At the same time, headwinds are becoming evident with the overall BC market for wine (e.g. imports, etc.) down -1.48 per cent (135,000 cases) with many issues beyond our direct control including; continue restricted interprovincial trade; international trade challenges and litigation; innovation and growth in the refreshment beverage category and pending legalization of cannabis-infused products.

For further information and detail, please see the BCWI's 2019 Annual Report (see link: <http://ow.ly/XtOF50v9lfS>).

While the BCWI's Fiscal 2020 Operational Plan and objectives (see link: <http://ow.ly/nEBi50vhdVR>) remains similar to last year, I am happy to report that progress is being made with the initial implementation of WineBC2030 - industry's long-term strategic plan and the basis for our annual operation plans going forward.

Specifically, a key WineBC2030 strategy calls for, "Positioning BC as a premier wine region with the trade" and has resulted in our new POUR MORE BC campaign designed to motivate restaurants to feature and Pour More BC wine this summer (see link: <http://ow.ly/GhaQ50v9loL>).

I look forward to providing ongoing updates on BC advocacy, communication and marketing initiatives undertaken as we move forward with WineBC2030.

- Miles Prodan, President and CEO, BC Wine Institute

Marketing Director

April #BCWineMonth

The BC Wine Institute welcomed the return of April #BCWineMonth with a series of wine tastings, educational seminars, promotions and events province-wide to celebrate the quality and diversity of BC wine in all nine BC wine regions.





Industry was invited to get involved and host their own BC wine events throughout the month and take advantage of support materials made available through an online Marketing Toolbox on WineBC.com.

Just under 100 orders were received from around the province including: Vancouver Island, Lower Mainland, Northern BC, BC wine regions and as far away as Calgary and Edmonton, Alberta. WineBC.com 'users' were up 66 per cent, 'new users' increased 68 per cent, and pageviews grew by 54 per cent when compared to the previous month.



Visits to WineBC.com increased 66 per cent month over month. Year over year, visits decreased in part due to a groundswell of support in 2018 with the first #BCWineMonth campaign that took place just after the Alberta boycott on BC wine. Females made up 64 per cent of visitors with males coming in at 36 per cent. Both gender age demographics top two categories were ages 25 through 34 (27 per cent) and 35 through 44 (21 per cent) respectively.

BC Wine Month initiatives, industry and consumer support contributed to BC VQA maintaining a high market share in April of 19.15 per cent with the overall wine category continuing its consecutive decrease at 0.51 per cent.

Kim Barnes - Marketing Director

Co-op Wine Spirits Beer

BCWI welcomed Co-op Wine Spirits Beer Category Manager Lana Turner and four of her store managers to BC Wine Country for a close-up view of our industry providing them with memorable and educational experiences to help them tell the story of BC wine to their patrons back in Alberta. 14 wineries graciously hosted them with tastings, tours, local themed meals paired with BC VQA wines and personal interactions with their teams.



“We appreciate the opportunity to work with the BC Wine Institute in hosting us in BC wine country to connect with wineries, winemakers and the region in an educative format. It’s amazing to have this diverse wine region right next door and we pride ourselves in providing our customers with knowledgeable information on BC wines in their shopping experience.” - Lana Turner, Category Manager - Wine, Co-op Wine Spirits Beer

Ambassador Program



In April and May, BCWI hosted seven *Wines of British Columbia* Ambassador Sessions aligned with Bloom and Discover BC VQA Spring Tastings and in key areas throughout the province. More than 750 attendees from restaurants, liquor retailers, wineries and the tourism industry learned how to tell the story of BC wine to their patrons. The seminars were delivered by wine experts Kurtis Kolt, Rhys Pender MW, Sharon McLean and Jennifer Book.

“I just wanted to pass along the feedback that my staff were really impressed with the Wine Ambassador Seminar. I think we had about twenty people from Aura and Inn at Laurel Point there. You really have helped me in my quest to educate my staff about BC wine.” Frances Von Aesch, Assistant Restaurant Manager, Aura Waterfront Restaurant + Patio, Victoria, BC

Communications Director

During this first quarter the *Wines of British Columbia* gained positive international and national recognition as a result of PR initiatives taking place in the UK, Seattle, Vancouver, Victoria, Calgary and the Okanagan Valley.



The Taste Canada UK 2019 trade and media tasting was held at Canada House in London on May 16. The event brought together 39 producers from BC, NS and ON. Organized by the High Commission in London and Global Affairs Canada Headquarters, the event was a collaborative effort with support from the British Columbia Wine Institute, Wine Marketing Association of Ontario and Wines of Nova Scotia.

The tasting attracted a record high audience of 202 trade and media guests including key influencers Jancis Robinson, Steven Spurrier, Richard Hemming MW and Ian D'Agata; buyers from influential specialty retailers Berry Brothers and Rudd, The Wine Rascals, Majestic, the Wine Treasury and Philglas & Swiggot; as well as numerous hotels and leading restaurants such as Four Seasons Hotel, The Corchester, Noble Rot, St John, 10 Cases, Sager & Wilde and The Clove Club. Social media mentions for *Wines of Canada* reached 10,462 followers with *Wines of British Columbia* gaining media coverage in top publications including JancisRobinson.com, Financial Times and more.



On June 26, the BCWI organized a BC Wine masterclass and winemakers panel discussion followed by a multi-chef collaborative Wines of British Columbia dinner moderated and emceed by DJ Kearney at Tom Douglas' Palace Ballroom in Seattle. The events attracted 37 key Seattle trade and media including influencers; Zach Geballe (Seattle Weekly), Tina Nole (Seattle Kitchen), Dave Adams (Decanted Podcast), Adam Callaghan (SagaCity Media), Owen Bargreen (International Wine Report), Eric Degerman (Great Northwest Wine) and Mike Veseth (The Wine Economist). Buyers and distributors from Noble Wines, Grape Expectations, H.Wines, Cru Selections; as well as numerous hotels and leading restaurants were all in attendance.

Domestically, the BCWI hosted three Vintage Media Previews moderated by Barbara Philip MW, Sharon McLean and Brad Royale, providing an in-depth review and taste of the 2018 vintage releases for more than 85 key media and trade in Vancouver, Victoria and Calgary. In addition, the BCWI hosted five wine and travel writers from the Pacific Northwest for in-region media familiarization tours during Q1.



Laura Kittmer - Communications Director

MEDIA REPORT | Q1 SUMMARY OF COVERAGE

Direct and indirect media coverage of the BC Wine Institute, its members and the *Wines of British Columbia* reached almost 58.1 million readers and viewers from April 1 through June 30. Value for media coverage totaled \$122,000.

HOSTED-RELATED EVENTS

- Canada House Tasting in London, UK
- Vintage 2018 Media Preview in Vancouver, Victoria and Calgary
- April BC Wine Month
- Chef Meets BC Grape in Vancouver, Calgary and Okanagan Valley
- Zach Geballe (Seattle Weekly) familiarization tour
- Taste of the Okanagan Media familiarization tour
- BC VQA Wine Masterclass in Seattle
- BC VQA Wine & Seafood Chef Collaborative Dinner in Seattle

HIGHLIGHTS IN THE NEWS

Highlights in the news April through June 2019:

JancisRobinson.com | [British Columbia - Catching up Fast](#)

Financial Times | [Okanagan: Canada's Napa?](#)

The Grape Northwest | [TOP OKANAGAN VALLEY WINE EXPERIENCES](#)

Calgary Herald | [Chorney-Booth: Kelowna is in the midst of a delicious restaurant boom](#)

WATCH! Global News | [Ottawa gets rid of inter-provincial liquor restrictions, provinces still need to negotiate deal](#)

The Province | [Anthony Gismondi: History made with naming of two sub-GIs](#)

WineTraveler | [Canada Wine Festivals & Events List by Province 2019: Celebrate Canadian Wine](#)

WineBusiness.com | [Third Annual Chef Meets BC Grape Taste of the Okanagan on June 8 Brings 50 BC Wineries Together with 12 Top Chefs from BC and Alberta](#)

For a list of media coverage generated April 1 through June 30, [click here](#).

PRESS RELEASE ROUND-UP

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 Q1 can be found in the media section of [WineBC.com](#).

Quarterly Sales Reports



To see April sales reports from the first quarter, click on the buttons below.

[APRIL](#)

Marketing Events Manager

Bloom and Discover BC VQA Spring Release

Bloom & Discover BC VQA Spring Tasting events were held once again in Victoria, Vancouver and Calgary, giving BC wineries the opportunity to showcase their spring releases to local trade and media.



- Victoria: 67 wineries and over 200 attendees.
- Vancouver: 91 wineries and 450 attendees.
- Calgary: 28 wineries and 75 attendees.



In response to our follow up poll with winery partners, 85 per cent said they developed a new business relationship with 77 per cent saying they were ‘likely or very likely’ to list new products as a result of attending. 62 per cent rated the importance of trade events as extremely important.

“Thanks for all your team's hard work. These events are important for us to develop our business”.

“Thank you and your team for putting together an excellent showcase event. It was so well organized and executed - as usual! And I love the venue.”

“We found the trade tasting especially worthwhile.”

2019 ChefMeetsBCGrape

ChefMeetsBCGrape events were held in both Vancouver and Calgary. Both events were once again highly anticipated and sold out well in advance. These successful wine and food showcases are considered the largest consumer tasting of BC VQA wines in Western Canada.



These events support our BC wine and food tourism focus in partnership with Destination BC and celebrate all things grown, crushed, raised and produced in BC.

36 per cent of attendees said that their intent to purchase BC wines increased as a result of attending the event.



CMBCG Taste of the Okanagan, returned once again to picturesque See Ya Later Ranch in Okanagan Falls. The outdoor festival-style experience is a showcase of BC wineries and chefs.

Over 500 guests enjoyed a leisurely afternoon strolling through the winery grounds tasting wines from 50 wineries and bite size offerings from 12 BC chefs. The day also included chef demonstrations and masterclass wine seminars hosted by the Okanagan Falls Winery Association.

- Kimberly Hundertmark - Events Marketing Manager

Content Marketing Manager Report

During the first quarter the *Wines of British Columbia* social media and digital content focused on several campaigns ranging from consumer, trade, industry, and advocacy supporting the growth of the BC wine industry.



All campaigns, digital advertising and newsletter communications were executed using dynamic visuals and accompanying key messages. Throughout Q1, *Wines of British Columbia* shared **679 pieces** of digital marketing content and **21 newsletters**.

Digital marketing activities with analytics are listed below:

Consumer

- **April #BCWineMonth** digital marketing campaign. Results [here](#).
- Management of **13 *Taste & Terroir* guest blogs** earning more than **11,800 views** through organic and targeted paid promotions.

- **Digital advertising** supporting Chef Meets BC Grape Vancouver, Calgary, and Taste of the Okanagan events. Results [here](#).
- **Digital marketing advertising campaigns** supporting a social media contest in Seattle, Washington and a BC Wine and Chef Seafood Collaboration dinner. Results [here](#).
- **Influencer marketing campaigns** for Calgary Chef Meets BC Grape (analysis [here](#)) and Taste of the Okanagan Chef Meets BC Grape (analysis [here](#)) with a combined estimated marketing value of **\$258,200**.
- **Crowdriff** photo management with a total of **964 rights-approved assets**.



Industry

- **Photo shoots and shot lists delivering** visual assets for new wine regions and Geographical Indications including the stunning Thompson Valley and Lillooet with the Shuswap, and Kootenays to follow. Results [here](#).
- **2019 Wildfire/Smoke** communications plan. See communications plan [here](#).
- **Digital communications and ticket promotion** for the 2019 BCWI AGM.

Platform	Audience	New Audience	(+/-) %*	(+/-) % yr. over yr.	Total Engagement / Reach	(+/-) %*	(+/-) % yr. over yr.
	23,608	+1,252	+6%	+68%	+22,575 / 34,500**	+14%	+159%
	11,435	+11	+1%	+2%	+4,636 / 356.7K	+71%	+23%
	1,537	+64	+7%	N/A	+2,271 / 109K	+136%	N/A
	9,423	+708	+8%	+59%	+10,934 / 34,510**	-6%	+12%



*Growth comparative Q4 to Q1 F2020
 **Top reach on single post in Q1 F2020

For top posts and a summary report of Q1 social media analytics, click [here](#).

Ashley E. Spilak - Content Marketing Manager

Wine Competitions - Quarterly Results



Each year, BC VQA Wine and certified 100% BC grape wine are entered into dozens of wine competitions where they show extremely well. BC VQA wine winners are tracked. Here are the highlights for the quarter:

- [Decanter World Wine](#)
- [Cascadia Wine Competition](#)
- [Pacific Rim](#)
- [International World IWSC](#)
- [LA International Wine Competition](#)

Total awards: 477



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