



FISCAL 2020: SECOND QUARTERLY REVIEW

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

This second quarterly review covers activities that occurred during July, August and September 2019.

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President & CEO Message

BC Government Liquor Policy Review Process Update

It's been almost a year and half since government published the final report of the Business Technical Advisory Panel - Liquor Policy (BTAP) to "provide suggestions and recommendations that will provide improved efficiency and outcomes in government and business interactions with respect to liquor regulation and policy".



At the British Columbia Wine Institute (BCWI) Insight Conference in March, Mary Sue Maloughney, ADM and General Manager, BC Liquor and Cannabis Regulation Branch, confirmed the BTAP recommendations are forming the “roadmap” of government’s liquor policy reforms.

While a participant on BTAP, the BCWI continues council caution in any prospective changes and to reiterate the unique regulatory requirements for BC wineries under LCRB licensing, LDB distribution and Agricultural Land Commission (ALC) regulations and policies.

As a result, at its September 26, 2019 BCWI Board meeting, Directors struck a task group to identify specific BC Liquor Stores (BCLS) retail practices (e.g. lack of BC wine access, etc.) issues impacting the BC wine industry with recommendation to the BCWI Board of Directors regarding advocacy priorities.

For ongoing updates on the task group and ongoing progress reporting of other advocacy issues click [here](#).

- Miles Prodan, President and CEO, BC Wine Institute

Marketing Director

Building a Strategic Brand Platform for *Wines of British Columbia*

The first goal in the [Wine BC 2030](#) Strategic Plan is to “Build a strategic brand platform for ‘*Wines of British Columbia*’” as it informs everything that the industry does - from communications to education, from marketing to hospitality.



Every BC wine touch point is an opportunity to reinforce the core of BC’s brand identity as a wine region. As the industry becomes aligned on what Brand BC stands for and how it looks, these touch points will reinforce each other in the market place leading to increased awareness and understanding of what BC wine is and what it stands for. This includes developing a unified voice, consistent image and awareness with consumers, and trade and core messaging.



To date, Stormy Lake Consulting has been engaged to assist the BCWI in delivering a distillation of key insights and a strategic framework for the brand, along with a high-level action plan detailing strategies and ideas to build the brand. The strategy will inspire and motivate, clearly differentiate and build a distinct and sustained vision of the brand. The strategy development will take a fresh perspective giving consumers and the wine trade reason to reconsider the *Wines of British Columbia*.

Stormy Lake Consulting is currently reviewing BCWI's foundation of research, including winery visitor intercepts, tourism focus groups, social listening research and two online surveys with residents of Calgary and the lower Mainland with the addition of press, online and stakeholder research. Brand workshops are being hosted to explore the current brand from all angles. Workshops will follow to share the brand strategy and to show how the BC Wine Brand will help stakeholder brands be successful.

Kim Barnes - Marketing Director

Communications Director

Global travel media shine spotlight on BC's premium wine regions /experiences

From British Columbia's nine wine regions to its newest sub-GIs, the BCWI communications team has been busy pitching, hosting and educating media and trade on the diverse wine regions, wines and wine tourism experiences across BC.



Read on for a sample of exciting media coverage earned as a result of the team's dedication to spreading awareness of BC as a must-visit wine destination including, being dubbed as "Napa of the North" in [The New York Times](#).

See Q2 media report below for full details.



Please join the BCWI in welcoming Carie Jones as the newest member of our team, joining the organization in August as the new Communications Manager. Carie brings 14 years of communications, marketing and broadcast experience to her new role. Carie most recently held the position of Associate Manager, Corporate Communications and Public Affairs for Great-West Life in Winnipeg, Manitoba. For membership related inquiries please contact Carie at cjones@winebc.com.

Destination Canada's signature media event is story sharing success

BCWI's Communications Director was joined by industry colleagues from across Canada at GoMedia 2019 in Ottawa August 11 to 15 to network, pitch and connect with the world's top destination storytellers, driving stories that inspire wine tourism to BC's premium wine regions. The event this year was topped off by the announcement that Victoria, BC will host GoMedia 2020!



GoMedia Canada is a chance to network with top travel writers from around the world | Destination Canada

Educating Media and trade on BC's new Sub-GIs

As part of COLOUR this fall, the BCWI hosted a masterclass introducing BC's Sub-GIs and upcoming sub-GIs currently in review. Led by Rhys Pender MW, the masterclass initiated engaging dialogue among 48 of Vancouver's top trade and media guests including key influencers DJ Kearney, Tim Pawsey, Michaela Morris, Alexandra Gill, John Schreiner and

Sid Cross; and sommeliers and wine directors from top restaurants, Tap & Barrel, Chambar, Fable, Lift Bar & Grill, Wildebeest and more.

BC VQA Wines make a splash at the Travel Classics Writers' Conference

The BCWI partnered with Destination BC to present and highlight BC VQA wines during the 2019 Travel Classics Writers' Conference in Whistler on September 27.

BCWI's Content Marketing Manager along with seven BCWI member wineries showcased and poured BC VQA wines of regional diversity alongside local food pairings prepared by Bearfoot Bistro for 125 top writers, editors and tourism professionals from across North America.



To leverage in-region exposure, the BCWI partnered with Destination Oliver Osoyoos and Travel Penticton in hosting a post-familiarization tour for award-winning travel writer and author Robin Cherry.

MEDIA REPORT | Q2 SUMMARY OF COVERAGE

Direct and indirect media coverage of the BC Wine Institute, its members and the *Wines of British Columbia* reached 255 million readers and viewers from July 1 through September 30. Value for media coverage totaled \$1.1M.

MEDIA-RELATED EVENTS

- 15th Annual Texsom Conference, Texas, USA
- GoMedia Conference, Ottawa, Ontario
- COLOUR Masterclass - Introducing BC's Sub-GIs in Vancouver
- Travel Classics Writers' Conference, Whistler, BC
- Travel Classics post-familiarization tour, South Okanagan Valley

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 Q2 can be found in the media section of WineBC.com.

HIGHLIGHTS IN THE NEWS

Highlights in the news July through September 2019:

Forbes | [5 Reasons To Love The Wine Industry Right Now](#)

New York Times | [Attention, Budget-Watchers: 4 Canadian Alternatives to U.S. Hot Spots](#)

Decanted Podcast | [Episode 26 | Okanagan Valley: Canada's World Class Wine Destination](#)

Vancouver Magazine | [World-Class Wine Experiences Are Right In Our Own Backyard](#)

WineBusiness.com | [BC Wine Institute Welcomes New Board of Directors and Awards Industry Leaders at its 2019 AGM](#)

The Province | [B.C. wineries win big at 2019 WineAlign National Wine Awards](#)

Vancouver Sun | [Raise a glass to Canada's surprising wine-growing regions](#)

MONTECRISTO Magazine | [A Tribute to Harry McWatters](#)

YakimaHerald.com | [Northwest Wine: A wine wonderland awaits north of the border](#)

For the full Q2 Media Report, click [here](#).

Laura Kittmer - Communications Director

Quarterly Sales Reports

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



[JULY](#)

[AUG](#)

[SEPT](#)

Marketing Events Manager

Discover BC VQA Fall Release - Calgary

A survey was sent out to winery partners who have participated in the Calgary tasting in the past. The feedback received confirmed that there were too few wineries interested in participating to justify the cost to execute the program.



Alternatively, BCWI offered Levels One and Two of the Ambassador Program to Calgary-based trade on two consecutive days in September. Led by Jenny Book, accredited Sommelier and Wine Educator, Fine Vintage, 81 attendees were confirmed and as a result of a snowstorm; 46 attended.



Colour BC VQA Fall Release - Vancouver

The Vancouver Convention Centre hosted the trade tasting on Thursday, September 19, 2019 from 2:00 PM to 5:00 PM. For the first time, the program offered a Buyer's Hour for invited guests to preview the wines in advance to the general trade tasting.

The program was well received with just over 100 key trade taking advantage of this hour-long tasting.

In total, there were 90 wineries registered, as well as a waiting list of interested partners. The afternoon saw close to 700 trade.

In response to our follow-up poll with winery partners, 87% said they developed a new business relationship with 74% saying they were 'likely or very likely' to list new products

as a result of attending. 74% of participating wineries will take part in future release tastings.



The Ambassador program held before the tasting saw 60 trade in attendance for the Level Two seminar. 61% of attending wineries/agents said they would be interested in attending future Ambassador programs in conjunction with trade tastings.

- Kimberly Hundertmark - Events Marketing Manager

Marketing Manager Report

Search Near Not Far Campaign

The BC Wine Institute launched its Search Near Not Far campaign, inviting consumers to explore and learn about the character within British Columbia's nine wine growing regions including: Okanagan Valley; Similkameen Valley; Fraser Valley; Vancouver Island; Gulf Islands; Thompson Valley; Kootenays; Lillooet; and the Shuswap.





This project is supported by the BC Government's Buy BC Partnership Program; delivered by the Investment Agriculture Foundation of BC with funding from the Government of British Columbia.

Search Near Not Far promotional materials were distributed to local BC wineries, premium liquor retailers, BC Liquor Stores and all BC VQA Wine stores located in Save-On-Foods stores.

A digital and broadcast promotion featured the campaign across Bell Media channels and 9 CTV Morning News segments highlighting Vancouver Island, the Similkameen and Fraser Valley with total audience impressions of 5,432,400.

Pour More BC Campaign

We also launched a new Pour More BC campaign focused on engaging with BC restaurants. The campaign looked to motivate restaurants to include more BC Wines on their wine lists and features.



Restaurants were supported with digital marketing including social boosted posts, Google Ad words, influencer mentions and a landing page listing the Best of BC Restaurants. The list of restaurants continues to grow, with some restaurants updating their wine lists and features to include more BC Wines to be part of this promotion. The campaign encourages customers to support and visit restaurants who Pour More BC. The landing page continues to be one of our top 5 visited pages to WineBC.com.

Overall users to WineBC.com increased more than 138% (48,552 vs 20,404) compared to the same period in the previous year. Pageviews were more than 60% (176,809 vs 110,206), and we have garnered almost 12,000 contest entries.

- Candice Tipton - Marketing Manager

Content Marketing Manager Report

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



All campaigns and digital advertising including newsletter communications were executed using attractive visuals and accompanying key messages with direct calls to action. Throughout Q2, *Wines of British Columbia* developed and shared 696 pieces of digital marketing content and a total of 19 newsletters targeted to industry and stakeholders, members, media and consumers.

Digital marketing activities are listed below:

- Search Near Not Far digital marketing campaign with weekly organic posts and a total of 29 digital advertising sets successfully marketed Pour More BC and Search & Savour Contest messages. See [final report](#). See campaign analytics [here](#).
- Influencer Marketing campaign to amplify the Search Near Not Far campaign brought together four regional bloggers and Instagram storytellers earning a total reach of 40,800, 35 posts, average 1,100 blog views, 4,100 engagements and reported estimated media value of \$31,800. See Klear report [here](#).
- Influencer Marketing campaign with two social media influencers featured nine participating Explorer's Pass wineries from the Naramata Bench including Therapy Vineyards winery accommodations. Over the three days, 55 posts on Instagram stories or general feed reported a total reach of 71,400 with 9,500 engagements at a reported estimated media value of \$90,700. See Klear report [here](#).
- Management of 11 Taste & Terroir guest blogs earned more than 8,000 views through both organic and paid digital social media.
- Development of July consumer VINE newsletter generated open rate of 36%.
- Influencer Marketing report for Q2 available [here](#).

- Refresh of Crowdriff website galleries with user-generated photo management amounting to 1000+ rights-approved assets.

- As a result of two photo shoots this quarter, check out the new image galleries now available at WineBC.com.

- Reactivation, rebrand, and optimization of [BC Wine Institute LinkedIn company page](#) to enable cross-posting on key industry and trade content. Over Q2, BCWI's following increased by 13% and engagement grew 950%.



- Management of digital marketing content for 2019 Vancouver Colour Trade show complete with re-edited winemaker video interviews to feature 2018 vintage.

- Social media feature on seven BC wineries participating at the 2019 Travel Classics Writers' Conference held in Whistler, BC. See photo album [here](#).

Platform	Audience	New Audience	(+/-) %*	(+/-) % yr. over yr.	Total Engagement / Reach	(+/-) %*	(+/-) % yr. over yr.
	24,287	+681	+3%	+813%	+29,091 / 41,346**	+29%	+137%
 Consumer	11,520	+85	+1%	+3%	+4,636 / 356.7K	-45%	-24%
 Industry	1,556	+19	+1%	N/A	+2,271 / 109K	-55%	N/A
	11,017	+1,594	+17%	+72%	+9,993 / 39,882**	-6%	+16%
	801	+92	+13%	N/A	+651 / 71,289	+950%	N/A



*Growth comparative Q1 to Q2F2020
**Top reach on single post in Q2 F2020

For top posts and a summary report of Q2 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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