



FISCAL 2020: THIRD QUARTERLY REVIEW

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

This third quarterly review covers activities that occurred during October, November and December 2019.

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President & CEO Message

Loss of the current federal excise exemption on 100%BC wine will add \$5.88/ case cost to the winery with an automatic increase every year!

Earlier this month, I sent notice of a Canadian Vintners Association (now known as Wine Growers Canada) online campaign asking BC wineries, staff and customers to send a letter to their Member of Parliament (MP) to help raise the importance of protecting the excise exemption available for 100%BC wines.

To date, there's been minimal response to this critical issue for our industry.

Australia has challenged the federal excise exemption on 100%Canadian wine at the



Miles Prodan, President & CEO

World Trade Organization (WTO), arguing that Canada discriminates against Australian wine sold in Canada by charging excise tax only on imported wines.

The competitiveness of your wine business is at risk!

The risk of losing the federal excise exemption on 100% Canadian wine will impose the following cost to your wine business:



Worse yet... Excise duties are legislated to increase annually at the rate of inflation. On April 1, 2020, the excise duty will increase from **65.3 cents** to **66.5 cents** per litre.



What is the excise exemption?

In 2006, the federal government exempted all wines made with 100% Canadian agricultural content from paying excise duty. The current excise rate is 65.3 cents per litre which represents a savings of \$5.88 a case.

What's at risk?

In early 2020, the WTO will release its binding ruling. A negative decision will impact the economic future of every winery in Canada by imposing a new tax on every bottle of wine sold in Canada.

What is the solution?

Australia has stated that it remains open to agreeing with Canada on a solution ahead of the formal conclusion of the WTO process.

A negotiated settlement is possible, and the Canadian federal government should immediately engage the Australian government by offering to remove the legislated annual indexation on excise duty in the 2020 federal budget, in return for Australia dropping its excise exemption challenge at the WTO.

How can I help?

If you haven't already, please take a few minutes to [send a letter](#) to your Member of Parliament. We are running out of time - your MP needs to understand how they can help to protect the excise exemption and avoid the serious risks that will follow if lost!

Marketing Director Report

Since the release of the [Wine BC 2030 ten-year strategic plan](#), the BCWI has focused on initiating steady implementation and execution of the strategic recommendations. An area of importance identified within these strategic recommendations is the goal to "Elevate education and sales programs for local and international trade with information resources to rival the best in the world."

The Pour More BC program was developed and incorporated into current marketing programming to align and support this goal. The program supports restaurants with current BC wine listings, encouraging growth through new listings, features and 100%BC menus. The program is proving to be highly successful with a continuous flow of new restaurants signing up and building out their BC wine portfolios.



Kim Barnes, Marketing Director



"Fable Kitchen saw an increase in guests and reservations on Wednesday nights, with a significant jump in BC wine bottle sales. The success of the campaign resulted in an extension of the originally planned duration for the foreseeable future."

Chase MacLeod, Sommelier/ Wine Consultant, Wine and Hospitality

UPDATE: Chase has continued to add BC wine features to more restaurants under his portfolio.

Participating restaurants are rewarded and supported with BCWI-led free marketing initiatives that help promote the restaurants' BC wine listings. These initiatives include boosted social media posts, targeted Google Ad words, influencer blog features, *The Vine* consumer e-newsletter (20K+) and WineBC.com landing page listing participating BC restaurants. In this last quarter, the Pour More BC webpage ranked sixth out of 10 on WineBC.com.

Trade education tools are available under the Pour More BC banner for restaurants to engage, educate and encourage their staff to become leading experts and ambassadors for BC wine.

Does your winery restaurant list only BC wines or have a BC wine feature? Is your wine listed in an upcoming restaurant promotion or feature? Click [HERE](#) for more information and have your partner restaurants sign up for Pour More BC to take advantage of free benefits offered through this successful program!



Communications Director Report

During the third quarter, the BCWI welcomed 42 acclaimed international and national wine writers, sommeliers, wine directors and buyers from the US, UK, Shanghai, Hong Kong, Alberta, Ontario and British Columbia in region for media-related activities including the third annual Wine BC BootCamp and pre-familiarization media tour, and the fifth and final Judgment of BC tasting followed by an industry dinner with keynote speaker Steven Spurrier and BCWI member wineries.

The BCWI was thrilled to welcome back acclaimed wine expert and honorary guest, Steven Spurrier, to participate in the final Judgment of BC tasting on October 29 at the Penticton Lakeside Resort. Steven was joined by 32 top wine professionals from around the world and across the country to take part in the full-day blind tasting assessing four of BC's celebrated grape varieties: Riesling, Chardonnay, Pinot Noir and Syrah.



Laura Kittmer, Communications Director



Steven Spurrier, *Decanter Magazine*

The Judgment of BC was once again curated and moderated by DJ Kearney, culminating in an industry dinner hosted at Poplar Grove Winery bringing member wineries together to taste, mingle and celebrate BC wine with our honorary guests and keynote speaker Steven Spurrier. The final Judgment of BC resulted in 65 articles generating \$243,853 in unpaid media, reaching 26 million in circulation and earned a substantial 265 social media mentions with an online reach of more than 13,700 and 555,800 impressions.

Since the first staging of the Judgment of BC in 2015, the BCWI has hosted top international and national wine professionals every year to participate in the benchmark tasting. To date, the Judgment of BC event has resulted in more than 210 articles generating \$611,683 in unpaid media, reaching more than 89 million in top media outlets including international publications:

Decanter Magazine, Jancis Robinson, Wine Anorak, Forbes, Hawk Wakawaka Wine Reviews, The Wine Review, The Buyer and more.

"Since I was last in British Columbia in 2015, what I'm seeing is increasing commitment, investment and quality. Seeing the vineyards showed me how extraordinary some of these vineyard sites are. The purpose of terroir is to allow the grape variety to express itself and BC does that well."

Steven Spurrier, Decanter Magazine.



"At the top level, there's now a strong fine wine dimension coming from BC, which I think is quite exciting. Over the last five years, we've seen quite significant strides."

Dr Jamie Goode, Wine Anorak Global Wine Journal.

WineBC Bootcamp [image gallery](#).

Judgment of BC [results](#), [image gallery](#) and industry dinner [image gallery](#).

Spring Canada House Tasting in London, UK

The BCWI worked with the High Commission of Canada in the United Kingdom and the Wine Marketing Association of Ontario to present a Wines of Canada drop-in trade tasting of BC, Ontario and Nova Scotia wines on November 11, 2019, at Fare, London. Additional bottles of wine from the ProWein Ancillary event 2019 were collated and used for this tasting. Nine BC wineries with current availability in the market were showcased, bringing out 63 trade, 50 per cent of which were sommeliers from some of London's top restaurants and a handful of attendees from Michelin-starred restaurants outside of London.

"I thought the tasting was a revelation, the reds were entirely new to me, had absolutely no idea that Canada was producing reds of that quality. I hope to tie what I've learned into further research and an article in the future. Great venue too."

Lisse Garnett, Las Bodegas

[London Trade Tasting evaluation report](#)

Total media coverage has increased by 18% in advertising equivalency over last year's Q3, and international media accounted for 15% of all unpaid media coverage in advertising equivalency this quarter.

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 108 million readers and viewers from October 1 through December 31. Value for media coverage totaled \$1,008,128.

HIGHLIGHTS IN THE NEWS

Calgary Herald | [Calgary chef Darren MacLean to serve up Canadian ingredients at exclusive](#)

[Tokyo event](#)

Global News | [Gurvinder Bhatia skypes in with a special guest from Hong Kong](#)

Wine Anorak | [The Judgment of BC 2019](#)

Vancouver is Awesome | [Everything you need to know to pair BC wines with holiday feasts](#)

Shanghai Daily | [British Columbia wines will stand the test of time](#)

Kelowna Daily Courier | [Early Icewine harvest welcomed in Okanagan](#)

Global News | [BC wine shines in judgment against established European wines](#)

Gismondi On Wine | [Our Judgment of BC](#)

Castanet.net | [5th annual Judgment of BC wines was also the last](#)

For the full Q3 Media Report, 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 Q3 are located in the news section of [WineBC.com](#).

Quarterly Sales Report



For October's sales report click on the button below.

[OCTOBER](#)

Events Manager Report

Throughout Q3, BCWI hosted several successful events and initiatives including; Wine BC BootCamp, Judgment of BC, the 13th Annual Winemakers and Viticulturalists' Forum as well as the newly launched pair-ing pass program.

The BC Wine Institute and Westside Wine Trails (WWT) in partnership with Save-On-Foods launched the inaugural pair-ing pass program on November 2 and 3 from 12:00 PM to 4:00 PM.

The pair-ing program encouraged visitation to WWT participating wineries during shoulder season.



Kimberly Hundertmark, Events Manager



Participating wineries were listed on the *Wines of British Columbia* pair-ing pass program page as well as on the events page of the WWT website.

Each \$30 pass provided pass holders with six experiences at any of the 12 participating wineries.

As part of the partnership, Save-On-Foods provided wineries with gift cards to offset the purchase cost of cheese or complimentary deli products.

Sale of 160 passes (surpassing goal of 100 passes) led to an average 87% redemption rate for each pass. Feedback for the program was very positive, and plans are underway for a spring program including multiple regional winery association participation.

To help guide the 2019 Vintage Report, the 13th Annual Winemakers and Viticulturalists' Forum took place on November 29, 2019. Master of Wine; Rhys Pender led the discussion with 64 industry partners at Penticton Lakeside Resort.

Key insights were shared on the state of the 2019 harvest and will help shape some of the

topics of the breakout sessions during the BC Wine Industry Insight Conference on March 10, 2020.

With an eye on a busy year ahead including the 30th Anniversary of BC VQA activities, planning for all 2020 programming is underway. Discover, Bloom and Chef Meets BC Grape events are confirmed, and early bird ticket sales are strong. In 2020, Victoria will host Chef Meets BC Grape in addition to Bloom.



Vancouver - Thursday, April 9
Victoria - Thursday, April 16
Calgary - Thursday, April 23

Marketing Manager Report

The primary goal for the A Taste of Home for the Holidays campaign was for consumers to not only choose BC VQA Wine but to purchase multiple bottles for their holiday entertaining. The secondary goal was to have locals and visitors explore the different winery events across the province. We created neck tags, a poster, a webpage, four infographics and several beautiful images for social media to help people imagine and plan wine and cheese tastings.

The holiday webpage saw a steady flow of visitors increasing the page visits from the previous year by 216% and the events page saw visitors increase by 52% compared with last year.

Over the six week campaign, we reached 540,000 people through our digital marketing efforts. The infographics showed the strongest engagement across all platforms. Feedback from the retail stores was that they loved the POS and found the materials helped engage customers.



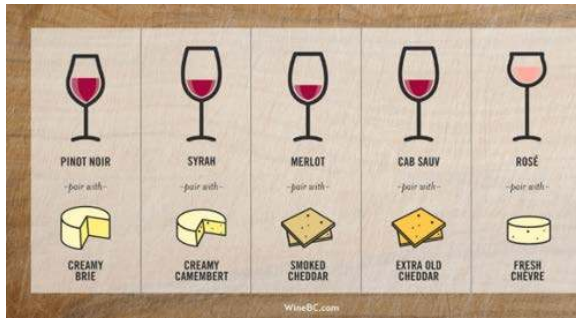
Candice Tipton, Marketing Manager

"We've put the neck tags on a lot of the cheese-friendly BC VQA Wine we carry, and we've already had a positive response. One consumer bought both a red and a white to compare and pair with local cheese."

Nathan Merilees, Manager at Vintage Spirits in Victoria



Social Media Assets



Content Marketing Manager Report

During the third quarter, the *Wines of British Columbia* social marketing campaigns and digital advertising gained some significant ground using influencer marketing, fresh visuals and accompanying key messages with enticing calls to action.

Throughout Q3, *Wines of British Columbia* developed and shared 717 pieces of digital marketing content across seven social media channels targeted to industry and stakeholders, members, media and consumers.

Digital marketing activities are listed below:

Consumer

- Pour More BC fall advertising campaign earned 1000+ engagements and reached over 15,700 British Columbians.
- Eight guest bloggers contributed to WineBC.com's [Taste and Terroir](#) blog earning more than 3,060 views and featured topics such as: BC Wine Country events for fall, BC VQA Wine for Grey Cup, Thanksgiving Day feasts with BC wine and three table series in partnership with



Ashley Spilak, Content Marketing Manager

influencer Tori Wesszer of Fraiche Nutrition.

- Infographics promoted BC VQA Wine sales for special events including Halloween and the holiday season, earning more than 8,344 engagements on Facebook and Instagram.
- Consumer holiday campaign drove online engagement to WineBC.com. See analytics report [here](#).
- *The Vine* consumer e-newsletter (December) earned an open rate of 38 per cent.
- Holiday BC VQA Wine Giveaway in partnership with Save-On-Foods, Tourism Kelowna, Delta Hotels and Instagram influencer Jillian Harris. At the end of the campaign, the *Wines of British Columbia's* Instagram audience more than doubled. See report [here](#).
- Klear Performance Report for Q3 available [here](#).

Industry

- Over 200 pieces of social media were shared, and close to 300 photos collected as part of the development and delivery of Wine BC Bootcamp 2019 Social Media plan, which included the execution of digital advertising. The #Bootcamp19 hashtag garnered 269,700 impressions and earned 176 mentions.
- 5th and final #JudgmentofBC received a solid 265 social media mentions with an online reach of more than 13,700 and 555,800 impressions.



- Top posts for social media Wine BC Bootcamp + Pre-Fam & Judgment of BC [Report](#) (October 19 through November 8).
- Launch of BCWI member webinar platform offering new future marketing resources for BCWI membership.
- [Wine BC 2030 landing page](#) now available on WineBC.com.

Platform	Audience	New Audience	(+/-) %*	(+/-) % yr. over yr.	Total Engagement / Reach	(+/-) %*	(+/-) % yr. over yr.
	33,274	+8,985	+37%	+78%	+18,177 / 136.2K**	-38%	+6%
	26,991	+15,471	+134%	+141%	+2,673 / 350.2K	+3.4%	-5%
	1,629	+73	+5%	+17%	+1,610 / 84.9K	+58%	+307%
	25,087	+14,070	+128%	+218%	+9,710 / 14.3K**	-3%	-21%
	10,055	+254	+32%	N/A	+396 / 97,060	-39%	N/A



*Growth comparative Q3 to Q2 F2020
**Top reach on single post in Q3 F2020

For top posts and a summary report of Q3 social media analytics, click [here](#).

Meet BCWI Board members

The BCWI is governed by a Board of Directors that consists of nine elected voting winery members and two non-voting *ex officio* members who oversee work of the President & CEO and provide strategic guidance and effective oversight for the organization and industry. While nominated by wineries from a similar size category, once elected, Directors work together on behalf of the entire membership to fulfill our mission and achieve our goals. Every quarter, we'll introduce you to members of our Board of Directors, so you can get to know the people advocating for you and our industry.

Josh Stewart

Josh Stewart, Manager, Industry and Government Relations – Western Canada, Arterra Wines Canada is the newest member of the BCWI Board of Directors. Josh replaces Josie Tyabji, previously of Great Estates, Arterra Wines Canada and past Chair of BCWI.



Josh says what excites him most about being on the BCWI Board is the chance to connect with BC producers to learn about the challenges and opportunities they're facing, and work together as an industry to push our collective interests forward.

Josh says one of his biggest focuses this year as a BCWI Board member will be on ensuring that the BC Liquor Distribution Branch and BC Liquor Stores are putting policies in place to best support the domestic BC wine industry. "As a trusted and vital industry partner, I think it is imperative that we work together to recognize the economic, environmental and social benefits that arise from the growth of our industry and collaborate on policies to foster that growth," he says.



Leo Gebert

Leo Gebert is the President and Co-Owner of St. Hubertus & Oak Bay Estate Winery Ltd. and has served as a BCWI Board member three times. His most recent Board representation began in 2016.

Leo says what excites him most about being a BCWI Board member is working together with a wide variety of industry professionals for the greater good of the industry. As a BCWI Board member, his goal for 2020 is to unite the winegrowers of BC and Canada to thrive as an industry.

Q3 Wine Competition 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. A total of 168 awards were received in Q3. Visit WineBC.com to see full results.



WineBC.com

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