



British Columbia Wine Institute
2016 ANNUAL REPORT

Savour this place



WINES OF
BRITISH COLUMBIA
winebc.org

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A MESSAGE FROM THE CHAIR

The past year has been one of unprecedented change for the *Wines of British Columbia*.

Changes to our retail landscape, revisions to wholesale pricing, and new appellations for our emerging wine region are just a few of the many exciting developments which make our industry one of the most dynamic industries in the province.

Something that hasn't changed is the growing thirst for the outstanding wines being produced from the vineyards of British Columbia. For the third straight year sales of BC VQA Wines have out-paced the growth of the wine category resulting in market share wins at home. And the world is taking notice as well.

I want to thank the staff members of the British Columbia Wine Institute who come to work each and every day with the goal of helping to make the *Wines of British Columbia* be recognized around the world as the best super premium wines. They truly are heroes. The other heroes I want to recognize are the volunteer members of the BCWI Board of Directors and industry task groups who volunteer countless hours of their time to ensure that our member wineries' interests are being well represented in these changing times.

Being a member-based organization, the BC Wine Institute's priorities lie with its members. And in this time of change we resolved to emphasize member engagement in our activities to ensure that:

- members are up to date
- members have access to relevant opportunities and information
- members have a clear understanding of the work of the BCWI
- members are satisfied with the work that is being done and with the results achieved.

Communication with members is key and the BCWI committed resources and increased our staff headcount in order to achieve this important objective this year.

Looking forward, the future is extremely bright for the *Wines of British Columbia*. Sales volume growth is keeping pace with production growth, barriers to our success are coming down, and consumer demand for our outstanding wines continues to grow allowing for sales volumes to be achieved without the need for discounting.

It's been an honour to serve our industry as the Chairman of the British Columbia Wine Institute and take this opportunity to toast our success.



Shaun Everest, Chairman



A MESSAGE FROM THE PRESIDENT

While it's undeniable that this past year has been one of significant change for the BC Wine Industry, it has also highlighted the solid foundation on which our industry is built.

Twenty-five years ago, a small group of pioneering winemakers and grapegrowers, many of whom are still very active in the industry, came together to create the British Columbia Vintners Quality Alliance (BC VQA) and the BC Wine Institute (BCWI). The founding of the BCWI, and subsequently the Vintners Quality Alliance in BC, resulted from the seismic change of the day – the North American Free Trade Agreement (NAFTA).

Arguably, NAFTA was the most impactful event that ever happened to the BC Wine Industry and the implementation of the BC VQA standards helped set the course for our industry's growth and success. Today, the BC VQA designation has literally put the *Wines of British Columbia* on the map, providing assurance that consumers know they are getting a wine that is 100% grown and produced right here in BC.

With the role the BC VQA designation has played in today's success in attracting consumers to wines made from 100% BC grapes, it's human-nature to forget the debates, discussion and, at times, outright disputes that took place in the day.

In the end, as it is now, it was the vision and passion of the individuals who make up our industry that matters. Of course, not everyone agrees with each other and just like no two BC VQA Wines will ever be the same, nor will there be unanimous agreement on how best to manage change.

Ultimately, the results speak for themselves as the rapid maturation of the BC Wine Industry in the last quarter century is not only measured in market share and sales, but can also be measured by the significant international recognition the industry has continued to receive, the attraction of world-renowned experts to the province and the important role the BC Wine Industry has played in driving tourism in BC.



Miles Prodan, President/CEO

FISCAL 2016 BC WINE INSTITUTE VISION, GOALS AND BUSINESS OBJECTIVES

VISION AND GOALS

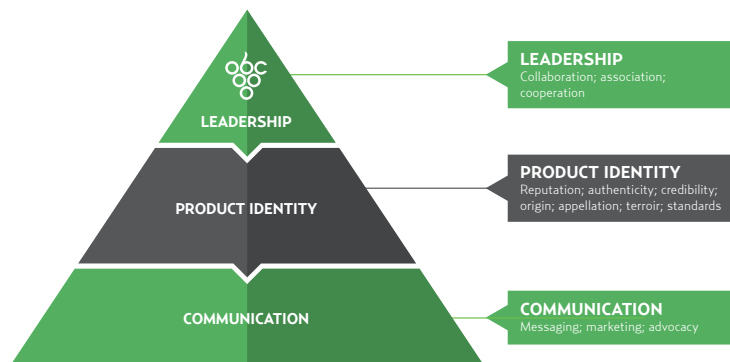
Our Vision

"Wines of British Columbia are recognized across the world as the best, super premium wines."

Our Mission

Our mission is to champion the interests of the British Columbia Wine Industry, through marketing, communications and advocacy of its products and experiences to all stakeholders.

OUR CORE VALUES: quality, leadership, dedication, and passion are reflected in all the work we do.



Visionary Goals

Our visionary goals are a broader expression of how we will achieve our vision and mission.

- We provide a leadership role within the British Columbia Wine Industry on behalf of all licensed wineries. We provide leadership as the voice of industry to all industry participants, Government, trade, media, consumers and other stakeholders in BC, across Canada and around the world. Our membership will represent the majority of production and wineries in BC. We will find common ground among industry stakeholders to facilitate achieving our vision.
- We support and grow BC VQA as the preferred quality choice of consumers. We do this by educating stakeholders that BC VQA Wine is the best, super premium wine in the world. We will develop annual marketing plans to create demand for current and future grape production and to promote British Columbia as a Wine Tourism destination. We will be known for quality wine value and memorable Wine Tourism experiences.
- We work to improve the regulatory climate for industry. We will ensure our resources achieve measurable objectives and return on investment.
- We reinforce the premium position of the BC VQA Wine standard and the *Wines of British Columbia* brand through our marketing initiatives as well as leveraging key partners for collaborative promotion of the *Wines of British Columbia*.



MEMBERSHIP OBJECTIVE AND HIGHLIGHTS

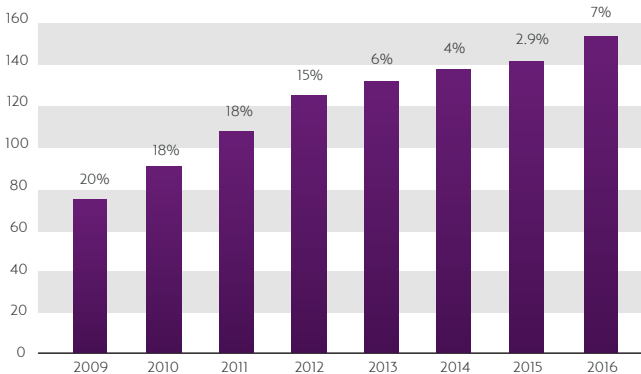
Objective

- Attain and retain a BC-inclusive membership representing no less than 95 per cent of total grape wine sales in BC and 94 per cent of total BC VQA Wine sales in BC, 75 per cent of active (ie. selling more than 5,000 litres of 100 per cent BC grape wine in BC) licensed wineries and a strong representation of BC grapegrowers.

Highlights

- British Columbia Wine Institute membership grew by 7% to 151 Winery Members.

MEMBER GROWTH 2009 to 2016



NEW WINERY MEMBERS IN FISCAL 2016

- Bartier Bros. Vineyard & Winery
- Bella Wines
- Black Dog Cellars
- Evolve Cellars
- Giant Head Estate Winery
- Indigenous World Winery
- Little Farm Winery
- Nagging Doubt Winery
- Privato Vineyard & Winery

LICENSED WINERIES GROWTH

| | 2016 | 2015 |
|-------------------------|------|------|
| Total winery licences | 318 | 304 |
| Grape wineries | 255 | 251 |
| Non-grape wineries | 52 | 51 |
| Non-BCWI grape wineries | 104 | 110 |
| BCWI Winery Members | 151 | 141 |

MEMBER MEETINGS & EVENTS

Three member meetings and numerous town hall forums allowed members to discuss important issues and hear about BCWI plans for the coming year and results from the fiscal, including:

- British Columbia Wine Institute Annual General Meeting & Industry Symposium on July 06, 2015 at Spirit Ridge Vineyard Resort & Spa in Osoyoos with more than 70 Member Wineries represented.
- The 9th Annual Winemakers and Viticulturists' Forum on November 25, 2015 with more than 65 winemakers, proprietors and viticulturists attending at Black Hills Estate Winery.
- British Columbia Wine Institute Town Hall & Annual Spring Industry Meeting and dinner at Burrowing Owl Estate Winery on March 8, 2016 with more than 50 Member Wineries represented.
- Five Wine-in-Grocery Town Hall forums were held in October 2015 with BCWI President/CEO Miles Prodan, BCWI Chair Shaun Everest and Overwaitea Food Group Director of *Wines of British Columbia* Steve Moriarty to provide background, update and future prospects of the BC wine-on-grocery-shelf opportunity and open the forum to participants to ask their questions and provide feedback on this channel.

COMPETITION CONSOLIDATION PROGRAM

Every year the BC Wine Institute assists members that enter competitions around the world by consolidating their wine shipments. In fiscal 2016, BCWI members entered more than 1,400 wines internationally (USA and Europe), plus hundreds more domestically, in 12 competitions; All-Canadian Wine Championships, Chardonnay du Monde, Decanter World Wine Awards, International Wine Challenge,

International Wine & Spirit Competition, InterVIN International Wine Awards, Los Angeles International Wine Competition, Mondial des Pinots, Northwest Wine Summit, Pacific Rim International Wine Competition, Riverside International Wine Competition, and San Francisco International Wine Competition.

BCWI members won a total of 1,402 accolades in these 12 competitions alone. For links and more information on awards, please visit WineBC.org.

AWARDS SUMMARY

| Award | |
|-------------------------------------|--------------|
| Winery of the Year | 1 |
| Winery of the Year Finalists | 3 |
| Regional Trophy | 5 |
| Chairman's Award - Unanimous Gold | 8 |
| Best of Class (includes 2 trophies) | 19 |
| Double Gold | 23 |
| Gold | 196 |
| Best Value - Gold | 21 |
| Best Value - Honours | 14 |
| Silver | 502 |
| Silver Outstanding | 3 |
| Bronze | 388 |
| Honours | 142 |
| Commended | 77 |
| Grand Total | 1,402 |

*Note, this number reflects the awards won at the 12 BCWI-consolidated competitions. It does NOT include the thousands of awards won by BCWI winery members at the countless other competitions.



ADVOCACY OBJECTIVES AND HIGHLIGHTS

Objectives

- Continue to advocate for increased BC Government support of retail opportunities and reactivation of dormant licences.
- Maintain current BC Government supported programs, while advocating for changes to the benefit of the Wine Industry as a whole.
- Continue to advocate, through The New West Partnership Trade Agreement and Provincial/Federal routes, for interprovincial wine barrier removal, with focus on Alberta.
- Advocate for a more attractive business climate for the distribution of BC VQA Wines in the Liquor Control Board of Ontario.
- Continue to build our proactive leadership role in advocacy to the various levels of Government and engage representatives from other industry groups to lead and promote a united front.
- BCWI continued working with Destination British Columbia's new Co-operative Marketing Partnerships program to develop and multi-year Provincial Wine and Culinary Tourism Plan to continue to grow BC's vibrant wine and food culture, giving visitors more opportunities to discover our region.
- BCWI BC VQA Wine Stores began transition from Consignment Model to Purchase Model with wines bought outright by the stores directly from the wineries. Over the course of Fiscal 2016, wine-in-grocery stores were opened throughout the province with locations in Kelowna, Langley, Surrey, Tsawwassen and Maple Ridge.
 - As of March 31, 2016, BC VQA Wine-in-grocery was 20.7% of total sales in the BC VQA Wine Store Channel.
 - BC VQA Wine-in-grocery contributed to channel growth of 3.5% over previous fiscal.
- Nationally, the BCWI continued to work closely with the Canadian Vintners Association and federal officials to receive a new commitment from government that they will increase pressure on provinces that have not yet opened their borders to interprovincial trade.

Highlights

- Initially, after the April 1, 2015 LDB change to the wholesale pricing model, BC winery direct delivery prices to hospitality were determined by the LDB. However, BCWI lobbying efforts to government resulted in the policy change, effective February 1, 2016, allowing wine product available via direct delivery to hospitality customers (ie. not listed for sale in LDB's stores) at a price determined by the winery. For BC wine listed or delivered by the LDB, sales remain at the LDB Established Retail Price.

MARKETING OBJECTIVES AND HIGHLIGHTS

Objectives

- Integrate the *Wines of British Columbia* into a Provincial BC Wine Tourism, International Trade and Agriculture Strategy and the Canadian Vintners Association (CVA) National Domestic Wine Marketing Strategy.
- Maintain the increase of BC VQA dollar sales market share ahead of overall wine category growth in British Columbia.
- Create a climate that maintains a weighted average price per bottle of BC VQA Wine sold in BC of \$18.00.
- Continue to support the BC VQA category in Alberta by increasing BC VQA dollar sales by 10 per cent per year.
- Continue to support the BC VQA category in the Liquor Control Board of Ontario by educating industry on the opportunities in the Ontario market and increasing the number of wineries participating in the market by 15 per cent.
- Increase current 25 per cent BC Wine consumer awareness of BC VQA standard, specifically as it relates to place of origin (100 per cent BC grapes).

Highlights

BRITISH COLUMBIA TRADE PROGRAMS

BC VQA. OR YOU COULD CALL IT BC DNA.

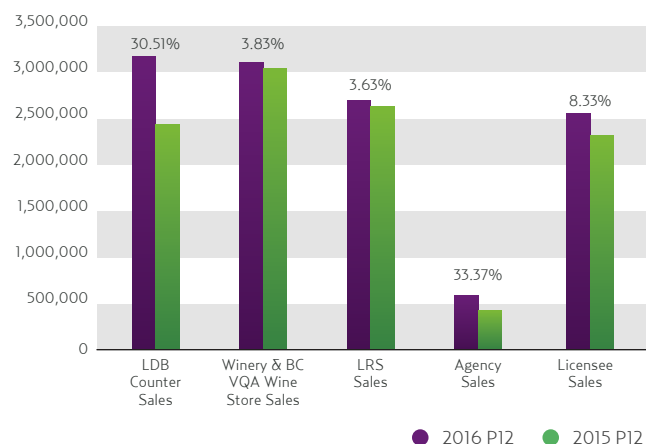
As part of the BC Government's Buy Local Program delivered by the Investment Agriculture Foundation of BC with funding from the BC Ministry of Agriculture, the BCWI designed the *BC VQA. Or You Could Call it BC DNA.* program to encourage BC wine consumers to show their local pride and drive home the message that when you choose a BC VQA Wine, you are enjoying a product that is 100% from British Columbia.

The program featured promotions in nearly 30 top Vancouver restaurants, 24 private wine stores in the Lower Mainland, and promotions and in-store tastings at BC Liquor Stores and BC VQA Wine Stores throughout the province. More details on these promotions are highlighted in the appropriate section below.

In addition, our BC VQA Pour & Pair contest offered consumers the chance to win a fabulous five-day multi-region BC Wine Experience for two (valued at \$5,600). #BCVQAPourandPair received 978 photo entries through Instagram and Twitter, reaching millions of consumers encouraging them to Buy Local.

RETAIL PROGRAMS

BC VQA LITRE SALES (by channel in BC)



BC VQA Wine Stores

Although the smallest channel in terms of number of stores by a significant margin, BC VQA Wine Stores account for 6% of all BC VQA Wine sales in the province. Programs for this channel included:

- As the BC Wine Industry was the proud sponsor of the 29th Annual CBC Radio-Canada Food Bank Drive, more than 130 wineries participated in this initiative, donating ten cents from each bottle sold in BC VQA Wine Stores towards the cause. During the promotion, the *Wines of British Columbia* raised \$11,000 for the Food Bank! This translated to over \$33,000 in buying power as, with every dollar, the Food Bank can purchase at least \$3 worth of nutritious groceries and fresh produce for the thousands of people they support each week.
- As part of the *BC VQA. Or You Could Call it BC DNA.* program, all BC VQA Wine Stores participated in a multi DVA promotion where customers purchasing wines from two or more GIs were given a free neoprene two-bottle gift bag.

- 18 Operators and Managers came together for our annual BC VQA Wine Store FAM Tour in the Okanagan at the beginning of June. During their 4-day tour, 24 wineries participated in hosting the group, and they also received the *Wines of British Columbia* Wine Ambassador Program BC VQA Wine Education Level 1 from Rhys Pender.

Licensed Retail Stores (LRS)

Licensed Retail Stores represented the second largest sales (litres) channel for BC VQA Wines with 22% (R12 ended March 2016). This was also the fastest growing channel with sales increasing by more than 33% over fiscal 2015.

- As part of our *BC VQA. Or You Could Call it BC DNA.* program, 24 liquor stores around the province (from Bowen Island to Langley, and Penticton to Vernon) raised the provincial flag by featuring BC VQA – 100% BC wine in their stores during the month of November. Each store selected a minimum of six BC VQA Wines to feature and display utilizing Buy Local creative material and hosted in-store tastings for the opportunity of winning Best Display (Legacy Liquor Store on Manitoba Street, Vancouver) and Most Creative Display (Liberty Wine Merchants on Commercial Drive, Vancouver).

Restaurants

Restaurant (Licensee or Hospitality) sales (litres) accounted for 21% of all BC VQA Wine sales (R12 ended March 2016) in the province and increased more than 8% over last fiscal.

- As part of our *BC VQA. Or You Could Call it BC DNA.* program, 28 restaurants in Vancouver, the Okanagan and Victoria participated in our promotion, each featuring a minimum of three BC VQA Wines by the glass from July 21 to August 22. To maximize exposure for the promotion, we partnered with Les Dames Summerdine, a fundraising initiative by Les Dames d'Escoffier BC which raises money for women's scholarships in the culinary and related fields.

BC Liquor Stores

The BC Liquor Store channel represented the largest sales (litres) channel for BC VQA Wine with 26.59% (R12 ended March 2016). The channel experienced significant growth over Fiscal 2015 with litre sales up nearly 31%.

- 24 BC Liquor Store BC VQA Advocates and Product Consultants from around the province, together with Portfolio Manager Stephen Schiedel and David Hopgood ventured through BC's Wine Country on their annual VQA Advocate Learning Experience. More than 29 wineries contributed in hosting the group.
- To launch our BC VQA. Or You Could Call it BC DNA. program, 64 in-store tastings were held in BC Liquor Stores throughout the Lower Mainland in July and August providing consumers with the opportunity to "try before they buy" more than 24 BC VQA Wines, resulting in 991 bottles sold.
- In October, the *Wines of British Columbia* were on display with 32 tastings featuring 12 BC VQA Wines, selected by Portfolio Manager Stephen Schiedel in eight Signature Stores. During the promotion, 681 bottles were sold, which is an average of 21 bottles per tasting. Mini jars of gourmet Vista d'Oro Jam were attached to bottles of BC VQA Wines throughout 20 BC Liquor Stores in the Lower Mainland.
- During December, we made it easy to give the gift of BC VQA Wine at 10 BC Liquor Stores in the Lower Mainland, applying a total of 6,000 gold organza gift bags and gift tags to participating SKUs, as selected by Portfolio Manager Stephen Schiedel. In addition, 32 tastings (each featuring 12 BC VQA Wines) were conducted in 10 participating BC Liquor Stores. Three SKUs were featured so that each participating wine was highlighted multiple times during the promotion.

"We would like to give a big shout out in thanks and appreciation for making the 2015 VQA Advocate Learning Experience a most successful tour. Thanks goes foremost to wineries and the folks who hosted and contributed to our group in their visits, the meals and learning experiences. The ability to showcase the harvest and all that entails, plus make winemakers and other key personnel available where possible was much appreciated."

STEPHEN SCHIEDEL
BC LIQUOR STORES

WINES OF BRITISH COLUMBIA WINE AMBASSADOR PROGRAM

From May to November 2015, the BC Wine Institute hosted 31 *Wines of British Columbia* Wine Ambassador training sessions, reaching more than 725 retail wine and restaurant trade in Vancouver, Victoria, Tofino, Prince George, Penticton, Kelowna, Whistler and Big White.

These seminars were designed to get restaurant and retail staff excited about the *Wines of British Columbia*. Facilitated by renowned BC wine educators DJ Kearney (Cornucopia Whistler seminar), Rhys Pender MW (Big White seminar) and Kurtis Kolt (Vancouver, Victoria, Tofino, Prince George,

Penticton and Kelowna seminars), these seminars gave attendees an in-depth look at the *Wines of British Columbia* including regions and sub-regions, terroir, wine styles and wine and food pairing. The Level 1 course gave attendees a taste of 10 BC wine styles to illustrate our diversity, while Level 2 offered attendees the chance to sip 4 BC VQA Wines and 4 wines from noted international regions to illustrate how our wines stand up on the world scale.

After conducting these seminars, we saw a significant shift in the sales of BC VQA Wine throughout the province. Overall BC VQA litre sales are up from the previous year an average of 7.7% for the periods of June to December 2015. In the specific channels targeted, sales were also up significantly with LRS litre sales up an average of 5.18% and licensee litre sales up an average of 3.8% for the periods of June to December over the previous year.

“Just wanted to pass on that I really enjoyed the 2 level Wine Ambassador. If you were hoping to get people on board (or back on board in my case) with BC wines, you completely succeeded. The class was very accessible and really showcased what we have to offer. I’ve been a bit ‘off’ BC for a while and you did a fantastic job getting me back with plenty of understanding.”

FEEDBACK FROM WINES OF BRITISH COLUMBIA
AMBASSADOR PROGRAM ATTENDEE

“That was a really great course. If BC wine is trying to not only promote and educate, but also disseminate any misunderstandings, they completely hit it out of the park.”

FEEDBACK FROM WINES OF BRITISH COLUMBIA
AMBASSADOR PROGRAM ATTENDEE

TRADE TASTINGS

Bloom BC VQA Spring Release Tasting Vancouver

- 94 Member Wineries
- 455 trade attendees

Bloom BC VQA Spring Release Tasting Victoria

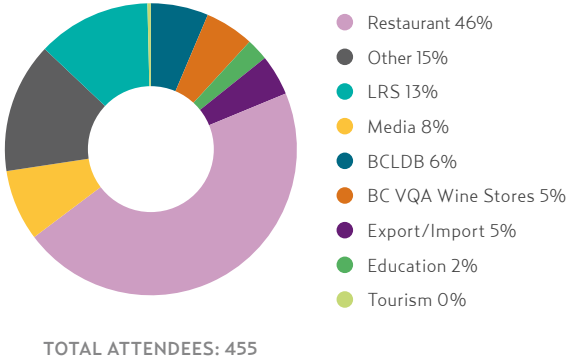
- 83 Member Wineries
- 149 trade attendees

Colour BC VQA Fall Release Tasting Vancouver

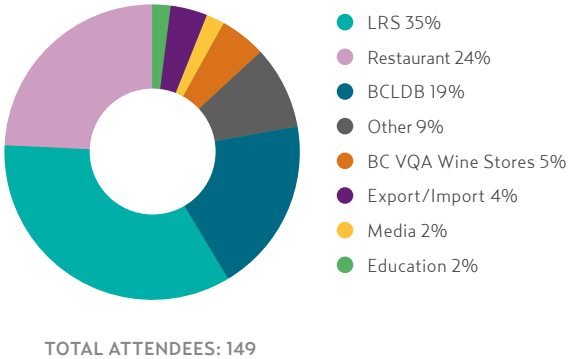
- 85 Member Wineries
- 532 trade attendees

At each tasting, the BCWI “Get to Know Your Grapes” booth (staffed by sommeliers Kurtis Kolt and David Stansfield) showcased several of BC’s top planted varietals (Merlot, Pinot Gris, Chardonnay and Pinot Noir) and highlighted the growth and trends of BC’s Wine Industry as we celebrated the 25th Anniversary of BC VQA and toasted to our future growth.

BC VQA FALL RELEASE TASTING ATTENDEES, VANCOUVER



BC VQA SPRING RELEASE TASTING ATTENDEES, VICTORIA



BRITISH COLUMBIA CONSUMER FACING PROGRAMS AND SPONSORSHIPS

Visa Infinite Wine Country Experiences

38 BC Winery Members offered exclusive benefits to Visa Infinite cardholders resulting in more than 5,800 reported tastings and tours as a direct result of the program, and sales in excess of \$338,000 at BC Wineries. The program also incorporated three multi-winery dinners and a full Winery Weekend Escape package that featured winemaker tours, group tastings, vineyard lunches, and a multi-chef collaborative dinner. The promotional efforts included distribution of 250,000 brochures through the *Globe and Mail* across Canada, in Kelowna newspapers (Okanagan Valley-wide) and throughout BC Wine Country.

ChefmeetsBCGrape

The BCWI partnered with The Vancouver Arts Club once again for the ultimate celebration of BC VQA Wine and food at the 11th annual ChefmeetsBCGrape. The event saw 90 wineries and 10 of BC's best restaurants showcasing their products to more than 530 savvy wine consumers. The 10 restaurants competed at the event to win two coveted awards: Best BC VQA Pairing and Best Dish. A panel of wine and food experts, including DJ Kearney, Sid Cross, Tim Pawsey, Rhys Pender and David Scholefield, tasted through each of the 10 wine paired dishes.

The pairing of Okanagan Crush Pad Haywire The Bub NV and LIFT Bar Grill View's beet juice cured wild salmon gravlax, candy cane beets and foraged wild mushroom took the top prize of Best BC VQA Pairing. Coming in a close second was the Burrowing Owl Cabernet Franc 2012 paired with slow braised oxtail and tomato ragout by Torafuku, while Best Dish went to Chicha Restaurant's coconut scallop ceviche served on housemade aji Amarillo Peruvian Chili rice crackers (whose dish was paired with JoieFarm Winery's Riesling 2013).

Dine Out Vancouver Festival

The *Wines of British Columbia* was pleased to once again partner with Tourism Vancouver and sponsor Canada's largest food and drink festival. This is the 14th season of this multi-dimensional culinary festival which saw over 100,000 local and visiting guests participate.

At a Glance:

- 289 participating Restaurants
- 73 participating BC Wineries
- 288 BC VQA Wines listed
- Estimated economic impact \$4.37 million

81% of restaurant survey respondents did offer BC VQA Wine throughout the festival and 49% reported adding new listings for the festival. Over the course of the festival, 42% of respondents also reported that their sales of BC VQA Wine increased as compared to a regular 17-day period in winter.

The *Wines of British Columbia* were prominently featured at festival events including the media launch, 6-Course Discourse, and The Grape Debate. The public events were each sold out and we received excellent feedback from attendees about the quality of the events and the wines.

Dine Around Thompson Okanagan

The event's title was refreshed this year from "Wine and Dine" to "Dine Around" to refresh the brand and increase audience reach. This year's event saw an increase in restaurant participation from 43 in 2015 to 55 in 2016 and BC Wine Institute Winery Members had the exclusive opportunity to pair their wines with the *prix fixe* menus.

At a Glance:

- 55 participating restaurants
- 37 participating BC wineries
- 7,500 meals served

The *Wines of British Columbia* were also featured at the launch party where more than 300 guests were treated to BC VQA Wines from 22 local wineries and culinary delights from 17 participating Dine Around restaurants.

Dine Around & Stay in Town Victoria

The *Wines of British Columbia* was proud to sponsor the Menu Launch and Media & VIP Reception at the Victoria Conference Centre. 16 wineries participated in this key event, attracting more than 300 savvy consumers, key restaurant trade, and high-profile media.

As the exclusive wine sponsor for this event, only BC Wine Institute Winery Members had the opportunity to pair their wines with the *prix fixe* menus from the 68 participating restaurants.

Vancouver International Wine Festival

At the 2016 Vancouver International Wine Festival, 25,000 trade and savvy wine consumers took in 54 events over the eight days of the festival, 44 of which were sold out. At the flagship International Festival Tastings, the *Wines of British Columbia* were well represented with 26 participating BC Wineries.

In addition, the BC Wine Institute hosted a *Wines of British Columbia* Regional Booth showcasing the diversity of BC's various wine producing regions, how local terroir is reflected within our wine, and offering a broad selection of BC VQA Wines from across the province.

It was also announced at the festival that Canada will be the theme country for the 39th annual Festival aligning with the commemoration of Canada's 150th anniversary of Confederation. The Wines of Canada is a collaborative initiative of the Canadian Vintners Association (CVA), British Columbia Wine Institute, Wine Marketing Association of Ontario (WMAO), Vignerons indépendants du Québec and Winery Association of Nova Scotia working together to bring the country's best wines to the world.

British Columbia Winery Touring Guide

The 2015 British Columbia Winery Touring Guide was released in May 2015. Providing tangible guidance throughout British Columbia for visiting tourists and locals, the BCWI together with the Destination British Columbia are pleased to provide free BC Winery Touring Guides available in various outlets throughout the province: Wineries, restaurants, tourism associations, and more.

Union of British Columbia Municipalities (UBCM) Welcome Reception Sponsorship

The BCWI secured sponsorship of the Welcome Reception for the 2015 UBCM Convention held on Tuesday, September 22, 2015. This year's Convention had more than 1,100 delegates made up of elected officials and senior staff of local governments throughout BC, with representatives from almost every municipality. Ten winery tasting stations were set up throughout the room providing wineries with the opportunity to engage and promote their wines to an audience of BC local government decision-makers and influencers. The UBCM Planning Committee selection of the ten wineries provided good representation from the various BC VQA appellations.

Canadian Beef Sponsorship

The BC Wine Institute secured the sponsorship opportunity for BC VQA Wine to be featured as part of the Canadian Beef Centre of Excellence Grand Opening Gala. The Centre of Excellence is a state-of-the-art facility aimed to help the industry promote Canadian beef products. In keeping with the local Canadian theme, *Wines of British Columbia* were paired with four sensational beef dishes and showcased to Alberta consumers, restaurateurs and media with a passion for Canadian food.

Food Cart Fest

The *Wines of British Columbia* were proud to partner with The Sunday Local at Food Cart Fest 2015. This year, Food Cart Fest was finally able to offer attendees local libations as part of the popular festival. The Sunday Local at Food Cart Fest featured live music along with local BC VQA wineries, craft brewers and spirit producers. Throughout the 11-week festival, more than 20 BC wineries were featured on rotation each week, giving attendees a true taste of British Columbia. Being that this was the first year organizers received a liquor licence, there were certainly a few logistical challenges along the way and, due to the nature of the event, we saw a big swing in wine ticket sales each week, ranging from 14 to 329.

Alberta

TRADE TASTINGS

Discover BC VQA Spring Release Tasting Calgary

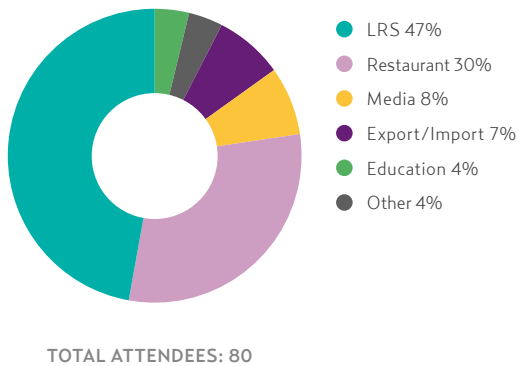
- 37 Member Wineries
- 105 trade attendees

Discover BC VQA Spring Release Tasting Edmonton

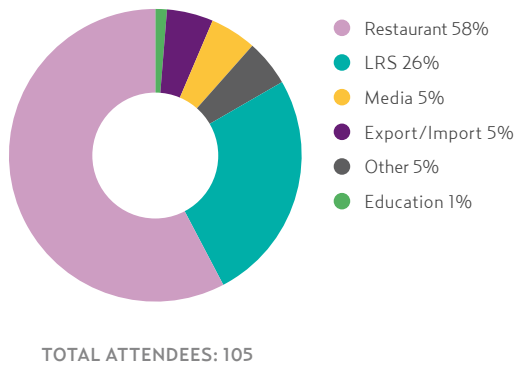
- 33 Member Wineries
- 80 trade attendees



BC VQA SPRING RELEASE TASTING ATTENDEES, EDMONTON



BC VQA SPRING RELEASE TASTING ATTENDEES, CALGARY



Matt Kramer Events

On March 3, 2016 the BCWI hosted Matt Kramer, contributing editor at *Wine Spectator*, as we promoted the *Wines of British Columbia* to trade, media and consumers in Calgary. This included a book signing at the new Midtown Market Co-op Wines Spirits Beer location, a VIP trade and media lunch and Masterclass for more than 15 guests co-hosted by Brad Royale, and finally a consumer dinner to kick off Big Taste Calgary.

"In my work, I have to be familiar as possible with the Wines of British Columbia, but the blind tasting was definitely eye-opening."

LINDA GARSON

Publisher/Editor-in-Chief, *Culinaire Magazine*

The Big Taste Calgary

The *Wines of British Columbia* was once again wine sponsor for the popular consumer event, Big Taste Calgary from March 3 to 13, 2016. For 10 days in March, Calgary's finest foodies descended on downtown to celebrate world-class cuisine and BC VQA Wines with fixed menu selections from more than 90 participating restaurants and over 20 BC wineries.

Co-op Wines Spirits Beer Promotions

This year's 2016 Trip for Two to BC's Wine Country Winner was Alan Bunyan. We received 1085 unique contest entries throughout the promotion with more than 3,000 visits to WineBC.com from Alberta.

37 in-store tastings were held in sixteen stores with more than 2,440 customer samples provided, resulting in 1166 bottles sold during the tastings.

As part of this partnership, each year Co-op Wines Spirits Beer Managers attend our *Wines of British Columbia* Wine Ambassador Programs Level 1 & 2 to become leading experts in our local BC Wine Industry. To further support and grow this relationship, the BCWI will be hosting 10 new Co-op managers and Wine Category Manager Lana Turner on a BC Wine FAM Tour during the first week of June 2016.

Co-op Wines Spirits Beer FAM Tour

As part of our partnership with the Co-op Wines Spirits Beer retail chain, the BCWI hosted a team of six new store managers and Wine Category Manager, Lana Turner, on a four-day FAM tour through the Okanagan. These annual tours are to provide new managers with a hands on educational experience to support and grow the BC Wine section in their stores. This year covered tours and tasting with more than 12 wineries starting in Lake Country and working our way to the southern end of the Okanagan Valley.

The Grape Escape

The *Wines of British Columbia* received a special invitation from Co-op Wines Spirits Beer to participate in this two-day consumer tasting event providing wineries with current wines listed in Co-op Wines Spirits Beer added exposure to Alberta consumers. Dirty Laundry Vineyard, D'Angelo Estate Winery, Hillside Winery & Bistro and Poplar Grove Winery had their wines sampled by more than 3,500 attendees over the two-day event! In addition, these wineries, along with Baillie-Grohman Estate Winery, had their wines featured in nightly seminars conducted by Mike Roberts, Sommelier at Co-op Wines Spirits Beer.

Alberta Trade FAM

We welcomed four key trade from the Alberta industry in late November:

- Brad Royale, Wine Director Canadian Rocky Mountain Resorts
- Mike Roberts, Sommelier Manager Co-op Wines Spirits Beer
- Bryan Child, Manager Divino Bistro
- Al Drinkle, Partner/Manager Metrovino

It was a great opportunity for this group, fully appreciative in experiencing the amazing hospitality of the BC Wine Industry and BC VQA Wines. In the short weeks to follow, several new wines were listed with additional listings and opportunities planned.

Ontario

To increase awareness and penetration of BC wines amongst key Ontario trade, the BCWI provided our *Wines of British Columbia* Wine Ambassador session facilitated by David Lawrason to more than 80 trade made up of 50 key trade and 34 Liquor Control Board of Ontario (LCBO) Product Consultants. To further promote BC VQA Wines within the Vintages Pacific Northwest release, BC Wineries participated in an afternoon trade walk around tasting, a partnership with LCBO, Washington and Oregon with more than 200 licensee, press, educators and sommeliers attending. This was followed with an evening consumer event of more than 250 guests.

An August Digital Media Campaign to support BC VQA sales in Ontario and drive consumers to the WineBC.com website to enter to win a trip to BC Wine Country resulted in 2355 entries with a 45% conversion rate. In Period 5 (July 19 to August 15), 19 in-store LCBO tastings were held with 941 samples served and 191 bottles sold for a 21% conversion rate. Two of these tastings included food pairings prepared by local Chef Emily Becaj.





INTERNATIONAL MARKETS OBJECTIVES AND HIGHLIGHTS

OBJECTIVES

Support the CVA, through its International Trade and Export Committee, 2014 – 2018 Long-Term International Strategy (LTIS), entitled Red and White Export Strategy. The LTIS recognizes the opportunities for Canadian Wine in global markets, which have been evaluated against market potential with full consideration of the industry's resource limitations to identify, prioritize and develop export opportunities in key priority markets (West Coast USA; London, United Kingdom; Hong Kong; Tokyo, Japan; and China) with support with education, marketing and promotional plans and where appropriate include the following:

- Increase global awareness of British Columbia as a serious wine producing region measured through international media exposure.
- Continue to support the BC VQA category in key international export markets by increasing member winery participation by 25 per cent.

HIGHLIGHTS

LONDON: CANADA CALLING

The British Columbia Wine Institute worked with the High Commission to the UK in London and Foreign Affairs, Trade and Development Canada to showcase British Columbia at the May 14 Canada Calling event, held at Canada House, Trafalgar Square London. 15 BC wineries participated in the trade and media tastings, pouring their wines for more than 115 key trade and media including Steven Spurrier, Jancis Robson, Hugh Johnson and Jamie Goode to name a few.

BC wines shone brightly in the Canadian Wine Master Class, led by John Szabo MS, where flights of BC Pinot Noir, Syrah and red blends were poured for 22 influencers. Watching the group appreciation of our relatively unknown wine region unfold was very rewarding. Sommeliers were overheard talking about the Okanagan Valley as a must visit on their wine region list.

Following the success of the London tasting the *Wines of British Columbia* partnered with Destination BC and Tourism Vancouver to host nine UK based media for a 5-course British Columbia-inspired meal, cooked by Vancouver Chef Felix Zhou, paired perfectly with BC VQA Wines.

PROWEIN

Wines of British Columbia joined Wine Country Ontario and the Wines of Nova Scotia under the Wines of Canada Banner to showcase Canadian wines to the world at ProWein 2016 in Düsseldorf, Germany. This was the largest showing of both Canadian and BC wines to date. Eight wineries from BC participated and poured wines for an all trade and media audience. More than 55,000 trade and media from not only Europe but world wide attended the show over the three days. In addition to our Canadian pavilion the Wines of Canada had daily seminars hosted by Jamie Goode. Each seminar began with an overview of Canada's wine region and then focused directly on one of the three regions represented at the show. All of the seminars were well attended and generated great interest in our regions and wines. Participating in shows like ProWein positions *Wines of British Columbia* and Wines of Canada on the international wine stage.

SOMM CAMP

In collaboration with *The SOMM Journal*, the BCWI hosted a Somm Camp in the Okanagan Valley. During this three-day camp from March 20 to 24, 2016, 12 influential wine buyers and sommeliers from the West Coast of the United States had the opportunity to visit a representation of BC's wineries and get up-close and personal with the people behind our amazing wines.

The Somm Camp not only resulted in these key sommeliers visiting our region, but we also received two articles in *The SOMM Journal*, pre and post camp.

"That was a most enjoyable and rewarding trip. On my wine travels so far I have yet to experience so many mind boggling, dynamic features happening in one area. The Okanagan Valley deserves to be known and discovered by the American wine drinkers. Your little secret is up."

DAVID KRISTIANSEN

Lead Sommelier, Pebble Beach Resorts

STEVEN SPURRIER VISIT

We had the pleasure of hosting wine legend Steven Spurrier in BC at the end of August. During his week-long tour, Mr. Spurrier had the opportunity to taste hundreds of wines from all of BC's wine growing regions and visit

more than a dozen wineries in the Okanagan Valley and Similkameen Valley. He was truly wowed by both the hospitality of everyone he met, as well as the quality of the wines. "For me wine is the three P's: the place, the people and the product. British Columbia ticks all these boxes with exuberance, elegance and conviction."

Often asked what we should be focusing on as an emerging wine region, he noted that "BC is not an emerging wine region, it's a deserving wine region." He also remarked on the fact that we are often referred to as being a 'New World' wine region. "There's nothing 'New World' about what's going on in BC because 'New World' is varietal first, vineyard second. If I've seen anything anywhere in the world (apart from France, Italy, Spain and Portugal), which is more vineyard first, varietal second, it's BC."

At the end of his tour, we worked with DJ Kearney to curate the Judgment of BC in order to benchmark our wines against the best in the world (see results on the Judgment in the Media section). Mr. Spurrier's tour resulted in global recognition and has seen more than 20 articles, including a recap by Mr. Spurrier himself in *The SOMM Journal* with another in the works for *Decanter Magazine* (to be released summer 2016). The media coverage from this tour reached more than 2 million viewers with an estimated ad value of more than \$25,000.

"My final message to British Columbia is that I think you undervalue yourselves: your wines are sensational."

STEVEN SPURRIER

MEDIA RELATIONS OBJECTIVE AND HIGHLIGHTS

Objective

- Develop an annual communications plan in support of business objectives with a 5:1 return on unpaid media coverage.

Highlights

MEDIA FAM TOURS

A combination of indirect and direct media coverage generated through the BC Wine Institute (via press releases, hosted and unhosted media tours and other media relations activities), resulted in an advertising equivalency value of \$1.7 million and reached more than 500 million people worldwide online, in newspapers and through broadcast.

BC Wine Institute-led media trips and collaborative media tours with partners like Destination British Columbia, Thompson Okanagan Tourism, Tourism Kelowna, and the Okanagan Wine Festivals Society, to name a few, have continued to raise the profile of BC Wine in key markets.

The BCWI hosted or co-hosted 43 media during the fiscal, attracting journalists from over 55 outlets.

HOSTED MEDIA:

British Columbia

- Andrew Morrison (*Scout Magazine*)
- James Nevison (*The Province*)
- Catherine Tse (*BC Living*)
- Crystal Kwon (*Vancity Buzz*)
- Sophie Collins (*Sip Savour Share* – Food, Wine & Entertainment Blog, Vancouver)

- Sid Cross (Wine writer)
- Steve MacNaull (*Vancouver Sun*, *The Province*, *Daily Courier*)
- Joanne Sasvari (Freelance wine & food writer)
- Chef Perry Bentley (Okanagan College)
- Jillian Harris (*Love It or List It*)

Alberta

- John Gilchrist (*The Calgary Herald*)
- Gurvinder Bhatia (*Vinomania*, *Edmonton Journal*, *Global Edmonton*)
- Mary Bailey (*The Tomato*)
- Kate Zimmerman (*City Palate*)
- Linda Garson (*Culinaire Magazine*)
- Shelley Boettcher (CBC news)
- Tom Firth (Cowtown Wine)
- Darren Oleksyn (*Calgary Herald*)

Saskatchewan

- CJ Katz (Regina – food writer, TV Cook)
- Noelle Chorney (Amazon in the Kitchen Blog)

Manitoba

- Chef Barbara O'Hara

Ontario

- James Chatto (Wine writer)
- Tim Johnson (Freelance writer)
- Chef John Higgins
- Anne DesBrisay (*Ottawa Magazine*)

Quebec

- Robert Beauchemin (Montreal restaurant critic and food writer)

Nova Scotia

- Bill Spurr (*The Chronicle Herald*)

Newfoundland

- Chef Bob Arniel

USA

- Bernard Kenner (New York – *Quini Wine*, *iSante Magazine*)
- Michelle Kwan (New York – *Gayot*)
- Doug Levy (New York – *Wine & Food World*)
- Marina Vataj (New York – Digital Editor for *Wine Enthusiast*)
- Olga María Czarkowski (New York – Lifestyle & Features Editor for *Vetta Magazine*)
- Susan Barnes (Florida – freelance writer)
- Kelli Anderson (Sonoma – freelance writer)
- Kristin Ackerman (Seattle – CEO /Publisher for SIP Publishing)
- Melissa Miller (Seattle – Vice President for SIP Publishing)
- Stefanie Michaels (California – *Adventuregirl.com*)
- Arnette Stricker (California – *AFAR Travel Magazine* & *RTWgirl.com*)
- Elizabeth Schneider (New York – *Wine for Normal People*)

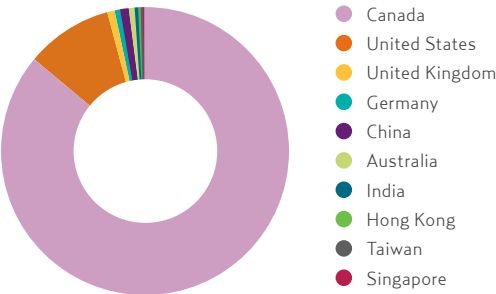
UK

- Steven Spurrier (*Decanter Magazine*)
- Tina Gellie (*Decanter Magazine*)

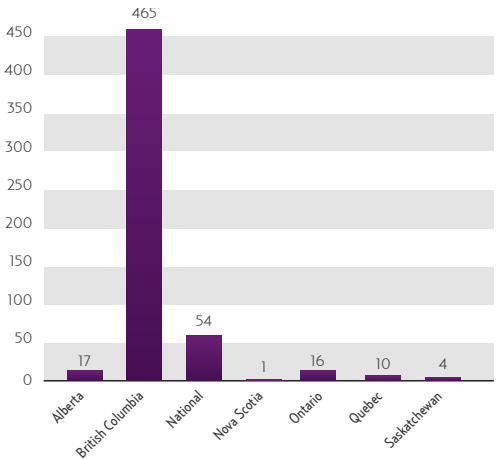
CIRCULATION (TOP 10 COUNTRIES)

| Country | Circulation | Advertising Equivalency \$ |
|----------------|-------------|----------------------------|
| Canada | 458,307,416 | 1,646,303 |
| United States | 59,843,377 | 377,035 |
| United Kingdom | 613,780 | 25,846 |
| China | 3,614,320 | 3,397 |
| Germany | 324,080 | 19,864 |
| Hong Kong | 121,334 | 11,223 |
| India | 189,494 | 17,528 |
| Australia | 1,405 | 130 |
| Taiwan | 1,204,357 | 27,851 |
| Singapore | 614,363 | 14,207 |

NUMBER OF ARTICLES (TOP 10 COUNTRIES)



NUMBER OF ARTICLES (BY PROVINCE)



MEDIA EVENTS

Vintage 2014 Media Preview

This VIP trade & media tasting in Vancouver provided an in-depth review of the 2014 vintage. Moderated by DJ Kearney with a panel of BCWI Member Winery winemakers for 24 key media and trade including Sid Cross, Kurtis Kolt, Terry David Mulligan, David Stansfield and Neal McLennan.

Canada Media Marketplace & James Beard House Events

At Canada Media Marketplace (CMM) in New York, we had one-on-one meetings with 24 influential travel and lifestyle journalists, and we also worked alongside Destination British Columbia to sponsor the welcoming and closing receptions highlighting the *Wines of British Columbia* to more than 250 prominent print and television media from across North America.

To maximize exposure at CMM, the BCWI partnered with Alberta Culinary Tourism and Calgary Tourism to present a BC VQA Wine-paired lunch and dinner at the James Beard House to 44 key North American wine & food media and trade, as well as 68 consumers/Beard House members.

Judgment of BC Tasting

To maximize Steven Spurrier's visit to British Columbia, we worked with DJ Kearney to curate the Judgment of BC in order to benchmark our wines against the best in the world. Inspired by the legendary Judgment of Paris in 1976, famously depicted in the Hollywood blockbuster "Bottle Shock," the Judgment of BC was a blind tasting of 12 Chardonnay wines and 12 Syrahs; 6 were from BC and 6 were international benchmarks.

Mr. Spurrier, who was responsible for the original Judgment of Paris nearly forty years ago, and is currently the consulting editor for *Decanter Magazine* and Chair of the Decanter World Wine Awards, scored the wines along with

16 expert Canadian wine judges including Barbara Philip MW, Brad Royale, David Scholefield, Terry Threlfall, Tim Pawsey, Sid Cross, Kurtis Kolt, Treve Ring and John Schreiner. In the end, Syrah fared better than Chardonnay with BC's C.C. Jentsch Syrah 2013 from the Okanagan Valley ranked first among the flight of Syrah, and Soumah Chardonnay Single Vineyard 2013 from Yarra Valley, Victoria Australia came out on top for the flight of Chardonnays. The tasting alone generated nearly 20 articles, reaching 1.3 million readers for an estimated ad value of more than \$16,000.

GoMedia Penticton

At GoMedia Marketplace in Penticton, we had one-on-one meetings with 32 influential travel and lifestyle journalists from across Canada, the UK and China promoting *Wines of British Columbia* and wine tourism in our official and emerging wine regions.

Dine Out Vancouver Media Launch

At the Dine Out Vancouver Media Launch, six BC VQA Wineries poured at the opening and closing receptions at YEW Restaurant + Bar. Nearly 60 Vancouver wine, food and lifestyle media attended the event, including Margaret Gallagher, Catherine Roscoe-Barr, Mijune Pak, Nathan Fong and Joanne Sasvari.

Spring & Fall Release Media Tastings

Spring

Hosted by Rhys Pender MW, our pre-Bloom VIP seminars in Vancouver and Victoria reached nearly 55 VIPs, focusing on the 25th Anniversary of BC VQA and offering historical tastings of past and current BC VQA vintages to key media and trade.

In Alberta, we also hosted a pre-Discover VIP seminars in Calgary and Edmonton. Hosted by Tom Firth, these events saw more than 30 VIP trade and media attendees tasting their way through the history of BC VQA Wines.

Fall

Prior to the Colour BC VQA Fall Release Tasting in Vancouver, Rhys Pender MW presented to more than 25 VIP trade and media attendees including Kurtis Kolt, Sid Cross, Daenna Van Mulligen, Sean Nelson, and Tim Pawsey. In Calgary, Brad Royale presented the VIP trade and media seminar to more than 20 attendees including Darren Oleksyn (*Calgary Herald*), Linda Garson (*Culinaire Magazine*) and Mike Roberts (Co-op).

SOCIAL MEDIA HIGHLIGHTS

Facebook

With the help of a few sponsored ads for our Buy Local social media contest, we saw our "Page Likes" grow by 18% during fiscal 2016, from 3,461 to 4,077.

Twitter

Our followers grew by 19.2% from 8,037 to 9,579 while our Buy Local campaign generated 97,156 impressions from July through December.

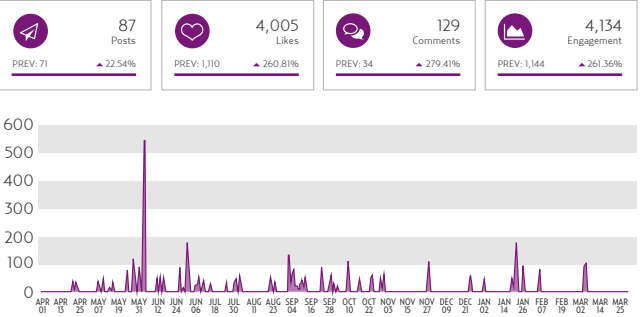
Instagram

Our followers grew by 94% from 1,534 to 2,983 while our Buy Local campaign generated 7,907 impressions, 522 posts, 4,443 post likes, 633 comments from July through December. In addition, we received 650 new followers from social media influencer, Jillian Harris's sponsored Instagram Takeover during her two-day familiarization tour in wine country reaching 486,000 followers.

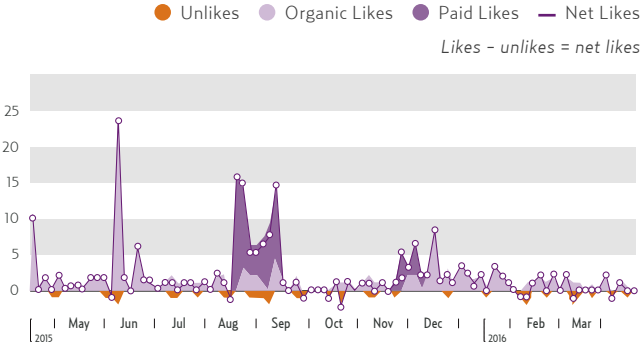
ENGAGEMENT BREAKDOWN WINEBCDOTCOM

| Hashtag | Likes | Comments | Total |
|-------------------|-------|----------|-------|
| #bcwine | 2,743 | 84 | 2,827 |
| #explorebcwine | 1,244 | 35 | 1,279 |
| #bcvqa | 498 | 17 | 515 |
| #bcvqapourandpair | 305 | 17 | 322 |
| #repost | 276 | 17 | 293 |
| #bcharvest2015 | 438 | 12 | 450 |
| #vancouver | 118 | 12 | 130 |

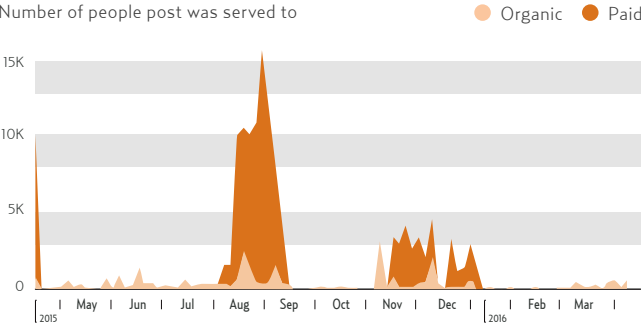
INSTAGRAM WINEBCDOTCOM



FACEBOOK LIKES



FACEBOOK POST REACH





COMMUNICATIONS OBJECTIVE AND HIGHLIGHTS

OBJECTIVE

- Ensure the BC Wine Institute is seen as the voice for the BC Wine Industry through communications with members, trade, media, tourism and government stakeholders.

HIGHLIGHTS

Communications are a major focus for the BCWI. This year, we hired a dedicated Industry Communications Manager to focus on industry and member relations and communications.

NEWSLETTERS & ARTICLES

We create and distribute several newsletters to ensure all channels are up-to-date about the *Wines of British Columbia*.

- *the First Press* is distributed monthly to BCWI member wineries with relevant information about upcoming BCWI events and happenings. 46% open rate.
- *Celebrate the Wines of British Columbia – BC Wine Industry Quarterly Review* provides a synopsis of our advocacy progress, marketing initiatives and media relations to nearly 1,500 key stakeholders (wineries, government, trade, tourism). 40% open rate.
- New at the end of Fiscal 2016, we created the BCWI Marketing Update. Specifically created to streamline communications from the BCWI office, this update is sent weekly to BCWI members and, if relevant, BC or Alberta agents and provides details on timely BCWI opportunities.

In addition to these newsletters, BCWI President Miles Prodan also distributed a President/CEO Update with key information about BCWI programs and advocacy updates.

The BCWI also provides quarterly articles about the state of the industry to *Canadian Grapes to Wine* and *Orchard and Vine*.

BCWI COLLATERAL

Our marketing and media collateral is updated on an annual basis to ensure we have the most relevant information at our various events. This year, during the annual updates to our Media Kit and the *Wines of British Columbia* Wine Ambassador Program Booklets, we developed terroir maps of the various sub-regions in the Okanagan to give the audience a better understanding of the geographical differences in each area.

We also produced the Fiscal 2015 Annual Report and the Fiscal 2017 Strategic Plan.

2015 VINTAGE REPORT

White Wine Quality: Very Good to Excellent

Red Wine Quality: Very Good to Excellent

Icewine: Excellent

A very hot, dry summer brought an early harvest across the province and, despite the challenges that the extreme heat brought, the 2015 vintage has resulted in exceptional wines in all of British Columbia's wine regions.

Okanagan Valley

During the winter of 2014/2015, the Okanagan experienced several extended periods of freezing temperatures. Because of this, there was some minimal bud damage reported in a few isolated frost pockets.

The spring saw warmer than normal temperatures. In May, the total monthly Growing Degree Days (GDD) were the highest ever recorded with 185.6 reported in Summerland and 223.5 in Osoyoos. The warm temperatures, combined with low precipitation, were the catalysts for early bud break and flowering.

Severine Pinte, Winemaker and Viticulturist at Le Vieux Pin Winery (Oliver) and LaStella Winery (Osoyoos) reported bud break on March 30 and flowering on June 2 in

their southernmost Osoyoos vineyard, with all flowering finished by June 10 in all their Oliver and Osoyoos vineyards.

The overall consensus for summer was that it was hot and dry. June, which often sees moderate temperatures and precipitation, felt like August. From the end of May to mid-September, the cumulative GDD statistics show that 2015 was significantly warmer than any other years, even surpassing 1998 which was the warmest growing season on record.

Because of the high heat, veraison also came early, but the extreme temperatures also created particular challenges as vines effectively shut down once temperatures go beyond 35° Celcius (95°F). In August, vintners were faced with another challenge from Mother Nature: forest fires. Although fires burned frighteningly

close to several wineries in Oliver, the bigger challenge for most in the Okanagan was the thick smoke that filled the Valley from the fires near Lake Chelan in Washington. There was a hidden benefit to the fires, in that it actually lowered the GDD in August, slowing ripening.

In September, the warm temperatures continued with little precipitation which meant that the disease pressure was very low, resulting in cleaner fruit which required less sorting.

Overall, harvest dates were early with most wineries starting two to three weeks ahead of normal. The first grapes for table wine were picked by Jackson-Triggs Okanagan Estate on August 20, which was their earliest harvest on record.

"Every year we say we couldn't ask for a better growing season, and every

year it seems to be getting better and better!" noted Troy Osborne, Director of Viticulture at Jackson-Triggs Okanagan Estate. "Every winery has a picking strategy depending on what style of wine they are looking for. We pick our Sauvignon Blanc grapes early to achieve those green, veracious notes and fresh, crisp flavour profiles" explained Osborne. "The biggest challenge is dealing with increased growing degree days and matching our crop loads to balance that."

David Patterson, Winemaker at Tantalus Vineyards in Kelowna noted that "Pinot Noir from the North Okanagan is exceptional this year, delicate and fragrant," and Mason Spink, Winemaker at Dirty Laundry Vineyards in Summerland remarked that the surprises for them were Riesling and Syrah.

Despite the challenges brought forward by the higher-than-normal temperatures, the 2015 vintage quality was excellent overall. Some of the standout varietals from the Okanagan were Riesling, Pinot Gris, Pinot Noir, Cabernet Franc, Cabernet Sauvignon and Syrah.

Fraser Valley

Like their colleagues in the Okanagan, vintners in the Fraser Valley reported an early harvest due to unseasonably warm temperatures and lower-than-average precipitation.

Patrick Murphy, Owner/Winemaker at Vista D'oro Farms & Winery in Langley noted that 2015 was the earliest harvest they've ever had, starting on August 28 with their estate Maréchal Foch, which Murphy explained they tend to pick early to create their lighter style red. "The wet clay we have here in the Fraser Valley creates a much different tasting Foch to the grapes grown in the dryer, sandy soils of the Okanagan. This year's crop looks fantastic" remarked Murphy who had already started picking their Petit Milo and Siegerrebe grapes.

Similkameen Valley

In the Similkameen Valley, Rhys Pender MW, Owner of Little Farm Winery in Cawston reported that the warm spring temperatures saw bud break 20 days early in his Chardonnay. He started harvest on August 19th with Chardonnay and was done on September 3rd with Riesling, finishing a full three days earlier than they had even started in 2014 – and 2014 was considered to be a hot vintage.

Also in Cawston, Orofino Winery picked their first grapes on August 24 including Muscat, Chardonnay and Pinot Gris and on August 28 their Gamay Noir and Pinot Noir were picked and crushed. "We've had the same length in growing season but with such a hot and dry June everything got off to an early start,"

noted Owner/Winemaker John Weber. "We're tasting delicious grapes, I'm thrilled."

Vancouver Island & The Gulf Islands

On Vancouver Island and the Gulf Islands, growers also experienced warm and dry temperatures. Statistics provided by Lamont Brooks of the Wine Islands Growers Association showed that precipitation levels in the Cowichan Valley were far below normal from April to June, only receiving a total of 42 mm during that period (compared to 100 mm in 2014). Lamont also provided the annual GDD statistics, which showed 2015 much higher than any previous vintage with 1322 GDD (cumulative total as of October 31). Prior to 2015, the warmest vintages were 2014 (1261 GDD) and 2006 (1190).

Unsworth Vineyards started harvesting their Pinot Noir grapes for sparkling wine early at 18.5 brix, but their table wines weren't ready for picking until the first week of October. Winemaker Daniel Cosman noted that after a wildly dry summer they didn't experience rain until for two weeks straight it rained so much that harvest was back on par with its typical start dates. "It's been an interesting year on Vancouver Island," explained Cosman, "If I could sum up this year's growing season in one word, it would be monumental." Cosman was particularly excited about

the significant increase in flavour he was tasting in the fruit this year. This was his tenth harvest on Vancouver Island and he said the only year that had come close to being this good in terms of ripeness and yield was 2006.

Emerging Regions

Baillie-Grohman Estate Winery located in Creston, outside of BC's designated viticultural areas, also reported their earliest harvest to date beginning on August 28, nearly a month ahead of 2014. "We usually start harvest in October, so to be picking grapes in August came as a surprise to us!" states Owner Bob Johnson. "I'm not sure if it's because our vines are maturing or if it has just been a great growing season all around, but the fruit flavours are here early and they are really coming along nicely."

Icewine Harvest

After last year's second-earliest start on record (November 12, 2014), the majority of British Columbia's 2015 Icewine harvest happened on December 31 and into the early morning of New Year's Day in the Okanagan. However, the first Icewine grapes for this vintage were picked on November 25, as winemakers and viticulturists in the north Okanagan rejoiced at the early arrival of freezing temperatures.

This was the third consecutive year BC's Icewine harvest started as early as November with just over 100 tons of grapes collected between six wineries located north of Penticton. The remaining 225 tons of grapes were picked from December 26 finishing on January 2 with temperatures well below -8°C (17.6°F) and averaging around -10°C (14°F) throughout the Okanagan Valley.

Summerhill Pyramid Winery in Kelowna started picking for Icewine on November 25, bringing in approximately 30 tons of frozen grapes. "The conditions were excellent, we would have kept picking if we had the capacity, so we were very fortunate to have the second freezing come in January," says Eric von Krosigk, Winemaker for Summerhill Pyramid Winery. They resumed picking early New Year collecting another 20 tons of the remaining crop. "The second time around temperatures dropped to -13°C (8.6°F) across the entire Valley. It was absolutely delightful being able to pick during the day," noted von Krosigk. Summerhill Pyramid Winery lost about 50% of their crop to wind, weather and animal pressure, but von Krosigk described the quality and ripeness of the fruit to be unlike any other vintage he'd seen in the Okanagan and predicted this year's harvest would be "the vintage of the century."

Nk'Mip Cellars in Osoyoos began picking their Icewine at 2:00 AM on New Year's Day with temperatures at -14°C (7°F) when the inner cluster berries were still frozen. The team brought in over eight tons of Riesling and finished pressing at 40.5 brix. Assistant Winemaker at Nk'Mip Cellars, Justin Hall noted, "Last year we were picking in early November so we did see a smaller crop this year, but the overall quality of the juice is still really good and I'm looking forward to this vintage."

The BC Wine Authority noted that 16 of the 20 registered wineries picked this year, collecting approximately 376 tons of grapes throughout the Okanagan Valley, one of the lowest Icewine crops in years. Lorrie Zander, BC VQA Coordinator of the BC Wine Authority remarked that "Icewine could very well become 'gold' for 2015 because of the small amount made. This will be a very special year for BC Icewine."

Conclusion

Although the higher-than-normal temperatures brought forward a few unique challenges, the 2015 vintage quality is being touted as excellent. Some of the standout varietals are Riesling, Pinot Gris, Pinot Noir, Cabernet Franc, Cabernet Sauvignon and Syrah.

2015 CROP REPORT

2015 RED WINE GRAPE VARIETIES BY ORDER OF IMPORTANCE (VALUE)

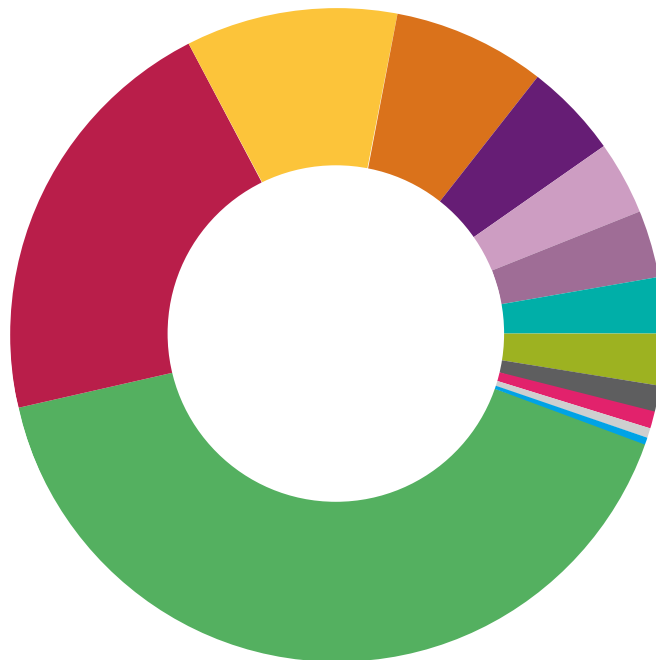
| Varietal | Est. Mainland Tonnage | Est. Total Value | Percent of Red | Combined Average Price/Ton |
|-------------------------|-----------------------|------------------|----------------|----------------------------|
| Merlot | 5,009.1 | \$12,350,136 | 34.23% | \$2,466 |
| Cabernet Sauvignon | 2,274.2 | \$5,827,859 | 15.54% | \$2,563 |
| Pinot Noir | 2,478.9 | \$5,628,143 | 16.94% | \$2,270 |
| Cabernet Franc | 1,644.7 | \$4,214,882 | 11.24% | \$2,563 |
| Syrah/Shiraz | 1,316.9 | \$3,532,851 | 9.00% | \$2,683 |
| Malbec | 362.1 | \$982,454 | 2.47% | \$2,713 |
| Gamay Noir | 462.1 | \$953,538 | 3.16% | \$2,063 |
| Petit Verdot | 199.1 | \$533,707 | 1.36% | \$2,681 |
| Maréchal Foch | 244.4 | \$436,376 | 1.67% | \$1,786 |
| Zweigelt | 114.3 | \$274,390 | 0.78% | \$2,400 |
| Misc. Red Hybrids | 56.5 | \$121,916 | 0.39% | \$2,156 |
| Tempranillo | 45.6 | \$109,070 | 0.31% | \$2,393 |
| Zinfandel | 51.8 | \$103,760 | 0.35% | \$2,002 |
| Misc. Red Vinifera | 37.1 | \$81,223 | 0.25% | \$2,187 |
| Lemberger/Blaufränkisch | 37.3 | \$79,412 | 0.26% | \$2,128 |
| Sangiovese | 29.3 | \$78,055 | 0.20% | \$2,664 |
| Pinot Meunier | 39.6 | \$70,003 | 0.27% | \$1,768 |
| Carmenere | 21.3 | \$58,395 | 0.15% | \$2,741 |
| Chancellor | 31.5 | \$41,029 | 0.21% | \$1,305 |
| Dunkelfelder | 11.7 | \$25,732 | 0.08% | \$2,204 |
| Mourvedre | 2.8 | \$9,092 | 0.02% | \$3,225 |
| Baco Noir | 67.4 | - | 0.46% | - |
| Pinotage | 65.6 | - | 0.45% | - |
| Barbera | 9.5 | - | 0.06% | - |
| Leon Millot | 9.3 | - | 0.06% | - |
| Suppressed Data Tonnage | 11.1 | - | 0.08% | - |
| TOTAL | 14,633.3 | - | 100.00% | - |

2015 WHITE WINE GRAPE VARIETIES BY ORDER OF IMPORTANCE (VALUE)

| Varietal | Est. Mainland Tonnage | Est. Total Value | Percent of White | Combined Average Price/Ton |
|-------------------------|-----------------------|------------------|------------------|----------------------------|
| Pinot Gris | 3,971.4 | \$8,244,297 | 23.35% | \$2,076 |
| Chardonnay | 3,300.1 | \$6,710,482 | 19.40% | \$2,033 |
| Gewürztraminer | 1,934.0 | \$3,609,607 | 11.37% | \$1,866 |
| Sauvignon Blanc | 1,927.9 | \$3,467,500 | 11.34% | \$1,799 |
| Riesling | 1,741.7 | \$3,118,369 | 10.24% | \$1,790 |
| Pinot Blanc | 1,036.0 | \$1,887,303 | 6.09% | \$1,822 |
| Viognier | 630.5 | \$1,429,612 | 3.71% | \$2,267 |
| Bacchus | 265.9 | \$518,625 | 1.56% | \$1,951 |
| Muscat | 232.2 | \$492,373 | 1.37% | \$2,121 |
| Auxerrois | 205.5 | \$391,675 | 1.21% | \$1,906 |
| Ehrenfelser | 188.8 | \$342,874 | 1.11% | \$1,816 |
| Semillon | 145.9 | \$342,542 | 0.86% | \$2,348 |
| Icewine Riesling | 116.7 | \$269,038 | 0.69% | \$2,305 |
| Siegerrebe | 104.9 | \$203,415 | 0.62% | \$1,939 |
| Kerner | 89.7 | \$178,923 | 0.53% | \$1,994 |
| Müller Thurgau | 111.3 | \$173,598 | 0.65% | \$1,559 |
| Vidal | 123.8 | \$129,440 | 0.73% | \$1,046 |
| Misc. White Vinifera | 58.9 | \$128,142 | 0.35% | \$2,175 |
| Roussanne | 51.0 | \$123,190 | 0.30% | \$2,415 |
| Misc. White Hybrid | 77.9 | \$107,415 | 0.46% | \$1,378 |
| Schönburger | 58.0 | \$100,437 | 0.34% | \$1,733 |
| Madeleine Angevine | 52.1 | \$73,952 | 0.31% | \$1,420 |
| Optima | 36.3 | \$72,959 | 0.21% | \$2,012 |
| Ortega | 35.2 | \$64,196 | 0.21% | \$1,825 |
| Rotberger | 24.6 | \$49,270 | 0.14% | \$2,000 |
| Siegfriedrebe | 11.0 | \$18,360 | 0.06% | \$1,665 |
| Chasselas | 124.8 | - | 0.73% | - |
| Sovereign Opal | 122.4 | - | 0.72% | - |
| Chenin Blanc | 119.1 | - | 0.70% | - |
| Madeleine Sylvaner | 35.2 | - | 0.21% | - |
| Reichensteiner | 29.5 | - | 0.17% | - |
| Suppressed Data Tonnage | 44.4 | - | 0.26% | - |
| TOTAL | 17,006.7 | - | 100.00% | - |



REPORTED TONNAGE BY PRODUCTION AREA



- Oliver: 40.78%
- Osoyoos: 21.12%
- Penticton: 10.45%
- Kelowna: 7.61%
- Westbank: 4.79%
- Summerland/Peachland: 3.64%
- Similkameen Valley: 3.35%
- Lake Country: 2.82%
- Okanagan Falls: 2.55%
- Other: 1.23%
- Fraser Valley: 0.90%
- Salmon Arm: 0.51%
- Kootenays: 0.27%

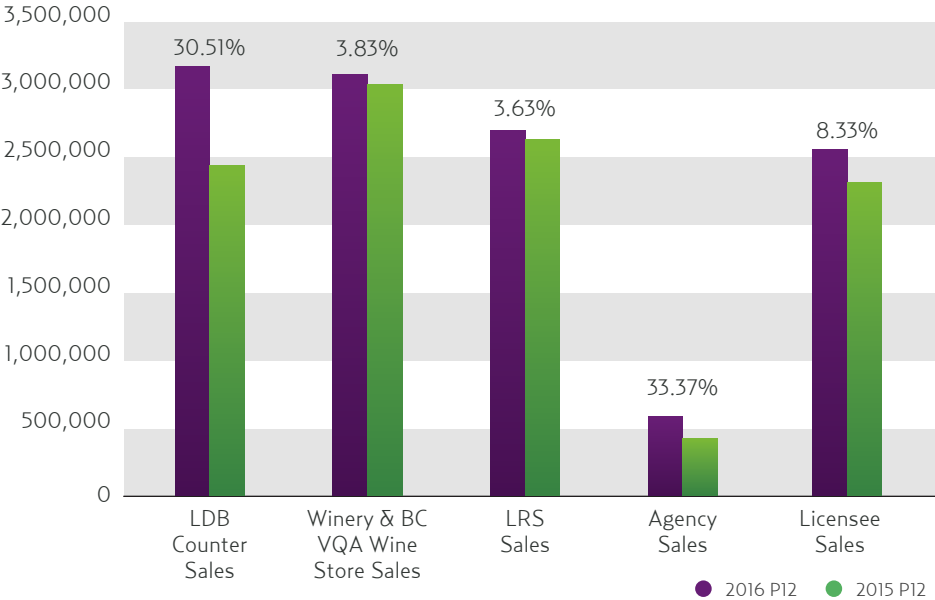
CATEGORY UPDATE

BC VQA LITRE SALES BY CHANNEL (IN BC) | YEAR ENDING MARCH 2016



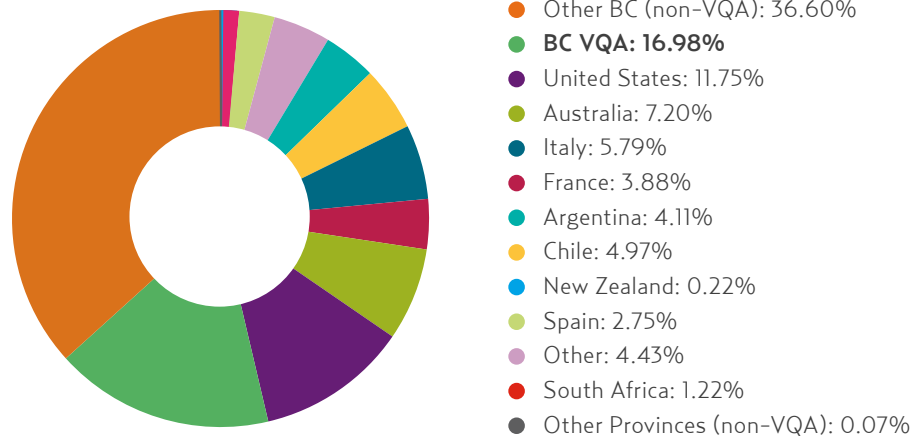
- LDB Counter Sales: 26.59%
- LRS: 22.02%
- Licensees: 20.98%
- Winery Sales: 19.87%
- BC VQA Wine Stores: 5.98%
- Agency Sales: 4.56%

BC VQA LITRE SALES BY CHANNEL (IN BC)
CHANGE IN LITRES YEAR ENDING MARCH 2016

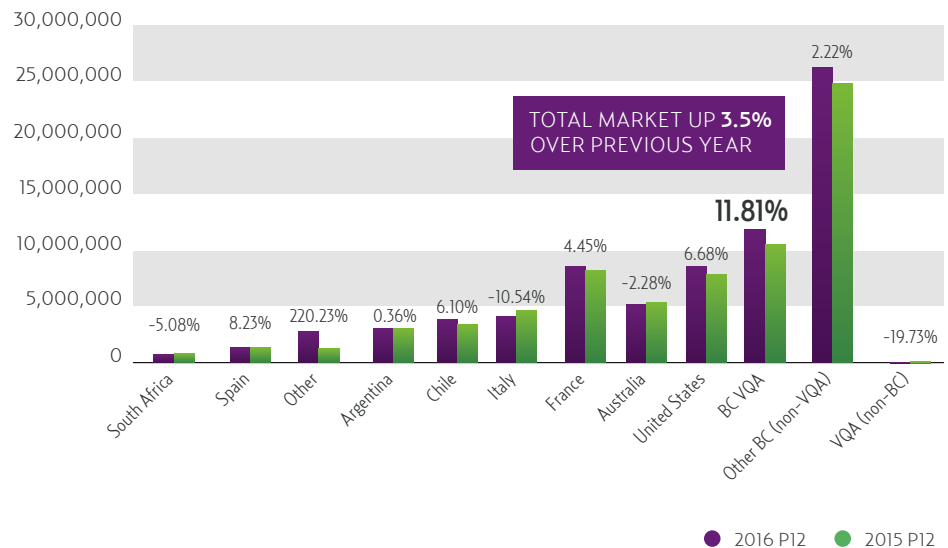




TOTAL PROVINCIAL WINE MARKET SHARE (LITRES) IN BC | YEAR ENDING MARCH 2016



TOTAL PROVINCIAL WINE MARKET SHARE IN BC
CHANGE IN LITRES YEAR ENDING MARCH 2016



BCWI STRUCTURE

A Board of Directors made up of nine voting members governs the BCWI. There are three seats on the Board for Directors from each of the three winery size categories, though each director acts on behalf of the entire BCWI membership. Board members are elected at annual general meetings for three-year terms and each year they elect from among themselves the Board Chair. An independent grapegrower appointed by the BC Grapegrowers' Association, a non-industry representative, and the BCWI President are ex-officio members of the Board.

Active committees and task groups comprised of expert volunteer members assist the organization. Committees of the Board of Directors currently include Finance and Risk Management and Board Governance. Management committees and task groups to assist the President and Board of Directors include Government Relations, Marketing, Export and BC VQA Wine Store.

Board of Directors

Shaun Everest, Chairman, Tinhorn Creek Vineyards

Greg Berti, Andrew Peller

Christa-Lee Bond, Evolve Cellars

Ezra Cipes, Summerhill Pyramid Winery

Christina Ferreira, Squeezed Wines

Erik Fisher, Monte Creek Ranch Winery

Duncan McCowan, Hillside Winery

Josie Tyabji, Constellation Brands Canada

David Wilson, Mission Hill Family Estate Winery

Charlie Baessler, BC Grapegrowers' Association

Doug Friend, Independent

Miles Prodan, President & CEO, BC Wine Institute

COMMITTEES OF THE BOARD OF DIRECTORS

Finance & Risk Management Committee

Per the BC Wine Institute Bylaws, the Finance & Risk Management Committee is a standing committee of the Board of Directors and the mandate is:

- To facilitate the timely and accurate reporting of financial information to the BCWI Society Board of Directors and to its members.
- To review financial statements and the Society's budget.
- To ensure that proper accounting procedures are being followed within the Society.
- To monitor the key risks that may arise from or impact the Society's strategy.

MEMBERSHIP:

Geri Davis, Chair, Gray Monk Estate Winery

Josie Tyabji, Constellation Brands Canada

David Wilson, Mission Hill Family Estate Winery

Board Governance Committee

Per the BC Wine Institute Bylaws, the Governance Committee is a standing committee of the Board of Directors and the mandate is:

- To nominate a slate of proposed Directors to be considered for election at each annual general meeting.
- To attend to succession planning and conduct Board evaluation.
- To ensure that the Society maintains appropriate governance standards.

MEMBERSHIP:

Greg Berti, Chair, Andrew Peller

Shaun Everest, Tinhorn Creek Vineyards

Christina Ferreira, Squeezed Wines

MANAGEMENT COMMITTEES AND TASK GROUPS

Government Relations Committee

Per the BC Wine Institute Bylaws, the Government Relations Committee is a standing management committee and the mandate is:

- To identify policy priorities, develop strategies for advocating policy changes that benefit the British Columbia grape and wine industry and BCWI Society members.
- To position the BCWI Society as the industry leader in advocacy to all levels of government.

MEMBERSHIP:

Josie Tyabji, Chair, Constellation Brands Canada

Shaun Everest, Tinhorn Creek Vineyards

Luke Smith, Howling Bluff Estate Winery

Marketing Committee

Per the BC Wine Institute Bylaws, the Marketing Committee is a standing management committee and the mandate is:

- To provide direction to BCWI staff on marketing strategies.
- To facilitate the development of the annual marketing and communications plan.
- To develop and recommend a budget that will allow the Society to meet objectives contained in the annual plan.

MEMBERSHIP:

Christa-Lee Bond, Chair, Evolve Cellars

Christine Coletta, Okanagan Crush Pad

Erik Fisher, Monte Creek Ranch Winery

Scott Locke, CedarCreek Estate Winery

Duncan McCowan, Hillside Winery

Rob Smith, Hester Creek Estate Winery

Sara Triggs, Culmina Family Estate Winery

Export Task Group

The Export Task Group is an ad hoc management task group and the mandate is:

- To identify market priorities and provide direction to BC Wine Institute staff to develop strategies and tactics for off-shore export of BC VQA Wines.

BC VQA Wine Store Task Group

The BC VQA Wine Store Task Group is an ad hoc management task group and the mandate is:

- To formulate and review BC VQA Wine Store policies including third-party operator contracts, compliance, etc.
- To provide recommendation on policies and operating strategies to promote the success of the BC VQA Wine Stores and align them with the BCWI long-term vision.

BCWI STAFF

Miles Prodan

President & CEO

Responsible for achieving annual Board approved BCWI goals & objectives.

Maggie Anderson

Marketing Director

Responsible for BCWI marketing and communication strategic planning & implementation management for the BC Wine Industry and the Wines of British Columbia brand.

Kimberly Barnes

Marketing Manager

Responsible for BCWI marketing programs.

Tanya Cormier

Events & Marketing Coordinator

Responsible for BCWI events planning & execution, including winery liaison.

Traci Deman

Office Manager

Responsible for general administrative matters; board and committee meetings; BC VQA Wine store licensing; BC VQA products and pricing; and regarding competition consolidations.

Lindsay Kelm

Industry Communications Manager

Responsible for BCWI member & BC wine industry & stakeholder communications.

Laura Kittmer

Media Relations Manager

Responsible for BCWI media and public relations.

Patricia Pracher

Accounting Manager

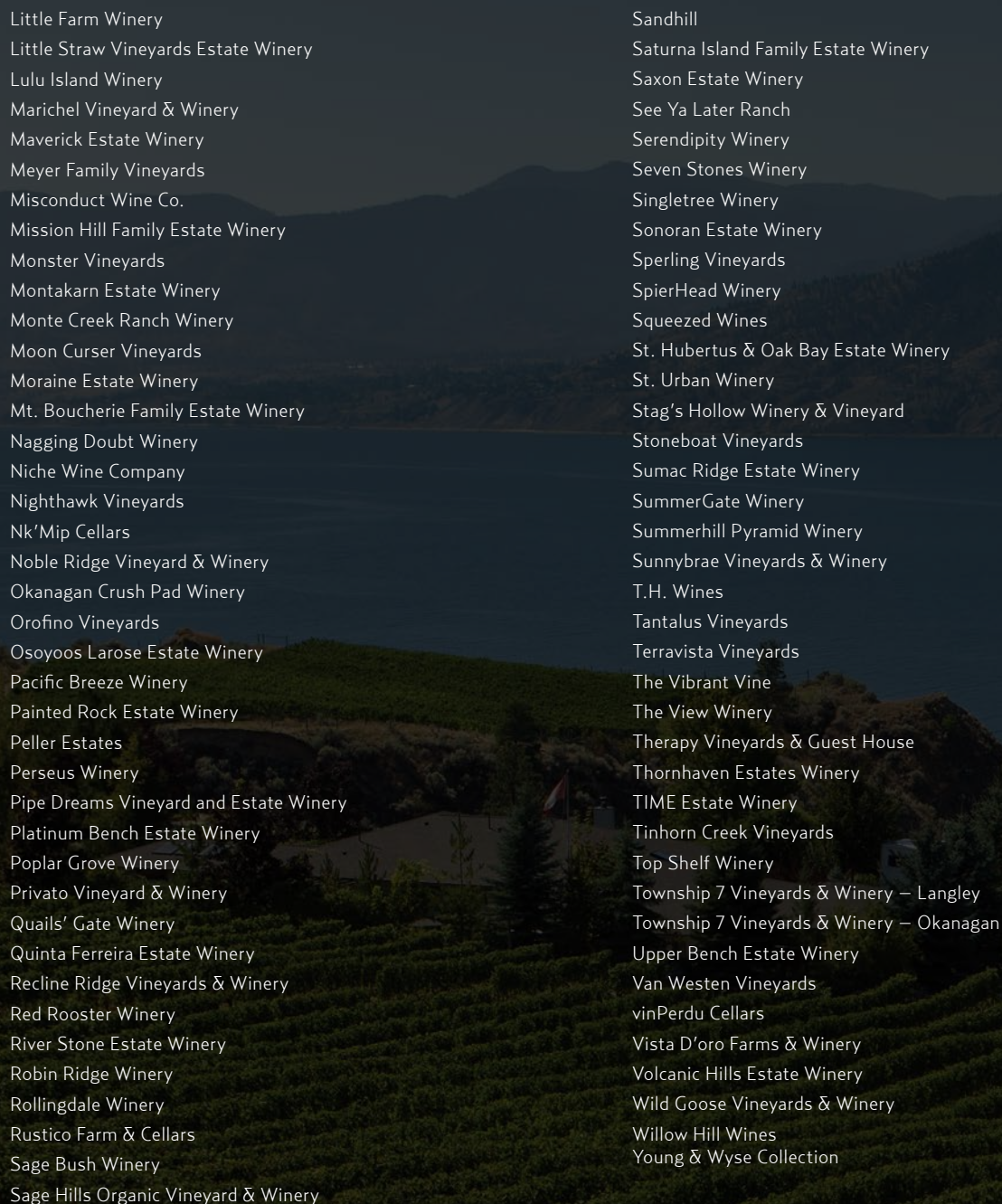
Responsible for BC VQA Wine store and winery payments; and BCWI budgeting, including accounts payables & receivables.

BCWI MEMBER WINERIES

1st R.O.W. Estate Winery
50th Parallel Estate
Adega on 45th Estate Winery
Ancient Hill Estate Winery
Arrowleaf Cellars
BC Wine Studio
Baccata Ridge Winery
Backyard Vineyards
Baillie-Grohman Estate Winery
Bartier Bros. Vineyard and Winery
Bella Wines
Bench 1775 Winery
Black Dog Cellars
Black Hills Estate Winery
Black Hills Wine Experience Centre
Blackwood Lane Vineyards & Winery
Bounty Cellars Winery
Burrowing Owl Estate Winery
C.C. Jentsch Cellars
Calona Vineyards
Cassini Cellars
CedarCreek Estate Winery
Celistia Estate Winery
CheckMate Artisanal Winery
Church & State Wines — Black Sage Bench
Church & State Wines — Oliver
Church & State Wines — Victoria
Clos Du Soleil Winery
Columbia Gardens Vineyard & Winery
Corcelettes Estate Winery
Covert Farms Family Estate
Crowsnest Vineyards
Culmina Family Estate Winery
D'Angelo Estate Winery
Daydreamer Wines
Deep Roots Winery

Desert Hills Estate Winery
Dirty Laundry Vineyard
Eau Vivre Winery & Vineyards
Evolve Cellars
Ex Nihilo Vineyards Okanagan Valley
Fairview Cellars
Fort Berens Estate Winery
Gehringer Brothers Estate Winery
Giant Head Estate Winery
Glenterra Vineyards
Gold Hill Winery
Gray Monk Estate Winery
Greata Ranch Estate Winery
Harper's Trail Estate Winery
Heaven's Gate Estate Winery
Hester Creek Estate Winery
Hillside Winery & Bistro
Howling Bluff Estate Winery
Indigenous World Winery
Inniskillin Okanagan Vineyards
Intersection Estate Winery
Intrigue Wines
Isabella Winery
Jackson-Triggs Okanagan Estate
JoieFarm
Kalala Organic Estate Winery
Kismet Estate Winery
Kraze Legz Vineyard & Winery
Lake Breeze Vineyards
Lang Vineyards
Lariana Cellars
LaStella Winery
Laughing Stock Vineyards
Lavina Estate
Le Vieux Pin Winery
Liquidity Wines

As of March 31, 2016



Little Farm Winery
Little Straw Vineyards Estate Winery
Lulu Island Winery
Marichel Vineyard & Winery
Maverick Estate Winery
Meyer Family Vineyards
Misconduct Wine Co.
Mission Hill Family Estate Winery
Monster Vineyards
Montakarn Estate Winery
Monte Creek Ranch Winery
Moon Curser Vineyards
Moraine Estate Winery
Mt. Boucherie Family Estate Winery
Nagging Doubt Winery
Niche Wine Company
Nighthawk Vineyards
Nk'Mip Cellars
Noble Ridge Vineyard & Winery
Okanagan Crush Pad Winery
Orofino Vineyards
Osoyoos Larose Estate Winery
Pacific Breeze Winery
Painted Rock Estate Winery
Peller Estates
Perseus Winery
Pipe Dreams Vineyard and Estate Winery
Platinum Bench Estate Winery
Poplar Grove Winery
Privato Vineyard & Winery
Quails' Gate Winery
Quinta Ferreira Estate Winery
Recline Ridge Vineyards & Winery
Red Rooster Winery
River Stone Estate Winery
Robin Ridge Winery
Rollingdale Winery
Rustico Farm & Cellars
Sage Bush Winery
Sage Hills Organic Vineyard & Winery
Sandhill
Saturna Island Family Estate Winery
Saxon Estate Winery
See Ya Later Ranch
Serendipity Winery
Seven Stones Winery
Singletree Winery
Sonoran Estate Winery
Sperling Vineyards
SpierHead Winery
Squeezed Wines
St. Hubertus & Oak Bay Estate Winery
St. Urban Winery
Stag's Hollow Winery & Vineyard
Stoneboat Vineyards
Sumac Ridge Estate Winery
SummerGate Winery
Summerhill Pyramid Winery
Sunnybrae Vineyards & Winery
T.H. Wines
Tantalus Vineyards
Terravista Vineyards
The Vibrant Vine
The View Winery
Therapy Vineyards & Guest House
Thornhaven Estates Winery
TIME Estate Winery
Tinhorn Creek Vineyards
Top Shelf Winery
Township 7 Vineyards & Winery – Langley
Township 7 Vineyards & Winery – Okanagan
Upper Bench Estate Winery
Van Westen Vineyards
vinPerdu Cellars
Vista D'oro Farms & Winery
Volcanic Hills Estate Winery
Wild Goose Vineyards & Winery
Willow Hill Wines
Young & Wyse Collection

BC VQA WINE STORES

Okanagan Valley

BC Wine Information Centre

553 Vees Drive, Penticton
250-490-2006
wine@pentictonwineinfo.com
pentictonwineinfo.com

Wines of British Columbia

Save-On-Foods Lakeshore

3175 Lakeshore Road, Kelowna
604-881-3872
cindy_mclean@owfg.com

Wines of British Columbia

Save-On-Foods Orchard Plaza

101 - 1876 Cooper Road, Kelowna
604-881-3872
cindy_mclean@owfg.com

Lower Mainland

Sardis Park VQA Wine Store

100G - 6640 Vedder Road,
Vedder Mall, Chilliwack
604-824-0042
info@sardisparkwines.com
sardisparkwines.com

Swirl Wine Store - Yaletown

1185 Mainland Street, Vancouver
604-408-9463
yaletown@swirlwinestore.ca
swirlwinestore.ca

The Wine Emporium

500 - 22259 - 48 Avenue, Langley
604-532-5388
info@wine-emporium.com
wine-emporium.com

Village VQA Wines - Kitsilano

1811 West 1 Avenue, Vancouver
604-732-8827
kits@villagevqawines.com
villagevqawines.com

Westwood Wines

B4 - 1410 Parkway Boulevard,
Coquitlam
604-464-5009
westwoodwines@shawbiz.ca

Wines of British Columbia

Save-On-Foods East Maple Ridge

22703 Lougheed Highway,
Maple Ridge
604-881-3872
cindy_mclean@owfg.com

Wines of British Columbia

Save-On-Foods Fleetwood

9014 - 152 Street, Surrey
604-881-3872
cindy_mclean@owfg.com

Wines of British Columbia

Save-On-Foods Langley

20151 Fraser Highway, Langley
604-881-3872
cindy_mclean@owfg.com

Wines of British Columbia

Save-On-Foods South Point

3033 - 152 Street, Surrey
604-881-3872
cindy_mclean@owfg.com

Wines of British Columbia

Save-On-Foods Tsawwassen

1143 - 56 Street, Delta
604-881-3872
cindy_mclean@owfg.com




VANCOUVER ISLAND

VQA Wine Shop at Mattick's Farm

133 - 5325 Cordova Bay Road,
Victoria
250-658-3116
matticksfarm@shaw.ca
vqawineshop.ca

BRITISH COLUMBIA WINE INSTITUTE

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WineBC.com (Tourism)

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Kelowna, British Columbia
V1Y 9R9 Canada

Savour this place



WINES OF
BRITISH COLUMBIA