

Celebrate the Wines of British Columbia

BC WINE INDUSTRY QUARTERLY REVIEW

Savour this place



WINES OF
BRITISH COLUMBIA

FISCAL 2018: 2nd QUARTER REVIEW

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

This 2nd quarter
review covers activities
that occurred during
July, August and
September 2017.

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PRESIDENT'S REPORT

In what is clearly a vindication of British Columbia's growing potential as a wine industry, both of collective success and viability, Andrew Peller Ltd.'s \$95 million-dollar purchase of three prestigious BC wineries, with a subsequent \$25 million investment over the next five years, can only be described as bullish for our industry as a whole.



Miles Prodan

These three wineries own 250 acres of BC vineyards, produce 125,000 cases of wine, and recorded sales of \$24.5 million in 2016. A publicly-run company headquartered in Ontario, Peller Estate Ltd. is welcoming these wineries into its existing portfolio of premium BC VQA wines that includes Sandhill Wines, Red Rooster Winery, and Conviction Wines (formerly Calona Vineyard's BC VQA Artist Series Brand). The proprietors and company are no strangers to BC and remains one of the most experienced producers of BC VQA Wine.

It is inevitable that some will cry foul over a perceived takeover of iconic 'estate' wineries considered among the forbearers of our BC VQA Wine industry by an organization that by its history and successes is simply categorized as 'large'. Realistically, however, this is a designation used only by the BC Wine Institute to ensure good governance and fair representation on its Board and bears no relevance to the commitment to our industry.

For history buffs, while the term 'estate' winery was once used to denote a specific winery license category, the term is no longer regulated by the BC Liquor Control and Licensing Branch (BC LCLB) and hasn't been for close to 20 years. Previously, the estate winery license (farmgate as well) indicated 100% BC grown grapes. The estate winery category did have conditions and a winery couldn't call itself that if it didn't meet the criteria. However, since the repeal of those winery classes, there's no

legal definition of estate winery - similar to calling oneself a 'craft' brewery which is similarly undefined.

Today there is only one winery license issued by the BC LCLB, although the BC Liquor Distribution Branch (LDB) dictates distribution and reporting models based on a winery being land-based versus nonland-based, or 'commercial', and is independent of production amounts or size. While wineries are subject to a barrage of audits, only the BC Wine Authority audits and has the ability to certify a wine as 100% BC.

At this time, there are more than 50 licensed wineries reporting to the BC LDB as commercial, and with no relation to their production capacity, sales, or size.

So how does the customer know if a BC winery is producing 100% BC wine or not? Clearly not by its license or size. In the end, a winery's tank capacity, sales or production volume, is irrelevant to its commitment to producing a premium quality product. What is important is the guarantee that the product is 100% BC. Fortunately, industry icons such as Trudy and George Heiss had the forethought to establish a BC VQA certification to guarantee that it is.

While the Heiss family may be stepping away for a much-deserved retirement, their legacy will live on for those of us fortunate enough to have the opportunity to continue driving our industry forward to its fullest potential.

[Miles Prodan](#)



Click image to enlarge.

Wine and Culinary Tourism Paired with Activities

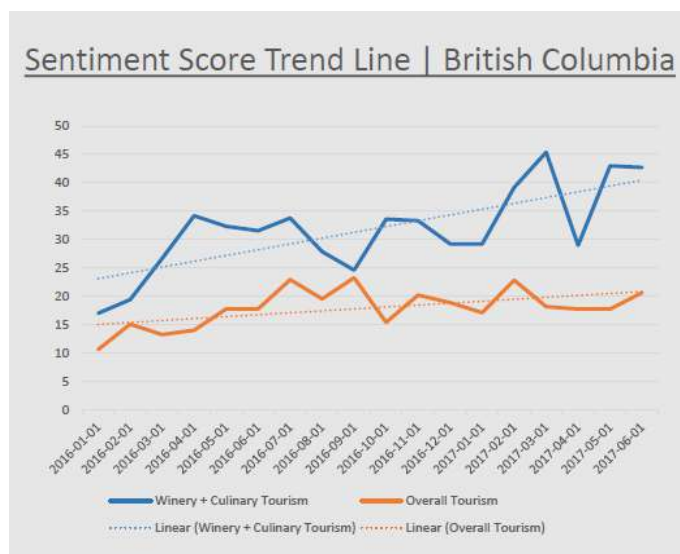
To streamline our tourism marketing initiatives, the BCWI is working to understand how wine and culinary tourism pairs with other activities within BC wine regions.

Wine is a major reason to visit BC wine country, but it is not always the sole activity visitors engage in. British Columbia's wine regions are well known for outdoor activities, sights, and landmarks. The attributes of our natural landscape and climate set us apart from our competition and play a major role in shaping the reputation and visual perceptions of BC wine country as both a wine and a culinary tourism destination.



Kim Barnes

A recent evaluation of online reputation is assisting us to gain a clearer picture of where BC wine regions currently sit in the eyes of travelers in wine and culinary tourism target markets (Washington, Alberta, Vancouver's lower mainland). Findings support that each BC wine region has a distinct mix of tourism products that drive people to visit. Understanding the mix that connects travelers to wine, culinary and complementary activities in each region will assist the BCWI in creating a stronger strategic linkage within regional markets.



Across British Columbia, the rate of positive sentiment growth of wine and culinary tourism is positive, growing at 3.2 times that of overall tourism sentiment within our tourism target markets of Washington, Alberta and Vancouver's lower mainland.

Contact [Kim Barnes](#)

MESSAGE FROM | **BCWI MEDIA RELATIONS MANAGER**

During this second quarter, the *Wines of British Columbia* gained more international and national spotlight in media as a result of hosting in-region familiarization tours and high-profile media events throughout the Okanagan Valley, Similkameen Valley and emerging regions.

BCWI hosted 43 media and wine judges in region, including three familiarization tours welcoming five acclaimed international wine

writers from the UK and USA to the beautiful Okanagan and Similkameen Valleys; five acclaimed wine writers - three from BC, one from Alberta and one from Ontario to our emerging wine regions; four wine, food, and lifestyle writers/influencers from BC to the South Okanagan for the BCWI's inaugural Chef Meets BC Grape Okanagan Wine & Food Experience; and the 3rd annual Judgment of BC event welcoming an additional 18 of BC's top wine writers and sommeliers, including five acclaimed international wine critics and four Master of Wines (MW) to the Okanagan Valley. The BCWI also participated as a sponsor of the 4th annual BC Pinot Noir Celebration at Linden Gardens in Kaleden providing the event keynote speaker Richard Hemming MW and other media guests.



Laura Kittmer

The BCWI hosted its COLOUR VIP BC Wine seminar enabling the *Wines of British Columbia* to reach more than 60 key Vancouver media and trade, including Barb Philip MW, Daenna Van Mulligen, Monique Polloni (CBC News), Margot Savell (wine writer from Washington), and top sommeliers and wine directors Jill Spoor and Christina Hartigan (Fairmont Pacific Rim), Kelcie Jones, Laura Starr, Dave Bulters, Jesse Walters, Jeff Parr, Kieran Fanning and many other wine writers, sommeliers, wine directors and buyers.

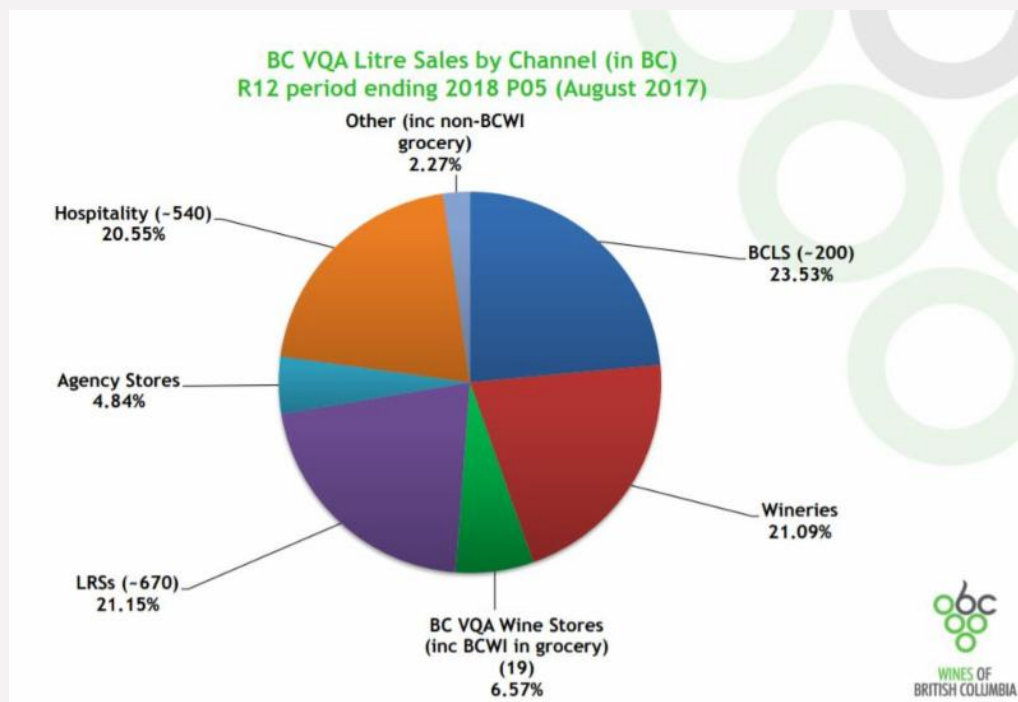
For more information on our media relations efforts, see the [Media Relations Summary](#) below.

[Laura Kittmer](#)

MARKET DASHBOARD | BC SALES REPORTS (IN LITRES)

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

[July](#) | [August](#)



MARKETING & EVENTS REPORT | Q2 Summary

Familiarization Tours, Festivals, Conferences & Trade Shows

During this second quarter the *Wines of British Columbia* attracted more international and

national attention as a result of hosting in-region familiarization tours, a high profile wine conference, Taste of the Okanagan festival events, and BC wine trade shows.

Fraser Valley FAM Tour

On September 5, 2017, the BCWI supported the national competition for Best Sommelier Canada 2017, presented by the Canadian Association of Professional Sommeliers (CAPS). The competition was hosted for the first time ever by the CAPS BC Chapter in Vancouver at Rogers Arena. The BCWI took advantage of having top sommeliers, media and judges from across the country in our province with a VIP invite to the Fraser Valley BC wine region.



Kirsten de Jager



Following morning exams, the group traveled into the heart of Fraser Valley wine country where they were greeted by local wineries in the tranquil vineyards of Vista D'oro Farms and Winery. Guests learned about the special character of the Fraser Valley geographical indicator (GI) and its 38 licensed wineries that included a rustic barn setting. Master of Wine Rhys Pender then led the guests through a customized educational overview of BC wine country including a tasting of ten wines representing the style and terroir of the region. Executive Chef Chris Whittaker of *forage* created a distinct Fraser Valley family style dinner paired with BC VQA Fraser Valley wines to complete the evening under the stars.

"I wanted to give you a warm felt thank you for your support and the beautiful day you put on for us in the Fraser Valley. It was perfect and magic... THANK YOU!"
- Michelle Bouffard, CAPS Canada President

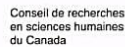


The Future of Wine and Culinary Arrives in Kelowna

The second quarter saw the BCWI planning, partnering, hosting, and working hard to welcome international and [national speakers](#), colleagues, educators, and scholars to the first-ever [Wine and Culinary Tourism Futures Conference](#) in Kelowna. Starting October 17, the four-day conference brought together more than 150 delegates, including twelve countries' professionals to share their expertise on wine and culinary best practices.



The conference increased dialogue, fostered communication and increased collaboration between academia and industry on a global scale to ensure a positive future for the industry. The BCWI both sponsored and partnered with Okanagan College, Thompson Rivers University, University of British Columbia, Washington State University, the Government of Canada and many other media and local industry to make the conference a success.



Colour Wines of British Columbia Fall Release Tasting, Vancouver

With the changing seasons, we saw September usher in another successful trade tasting event at Vancouver's Trade and Convention Centre. Overall feedback from attendees was positive based on the BCWI's post-event survey results. Attendee survey highlights include:

Metric	Vancouver
Number of attendees	632
Reported developing new business relationships	85%
Have listed new products as a result of attending	59%
Likely/Extremely likely to attend next event	95%
Rated the event overall as Excellent or Very Good	94%

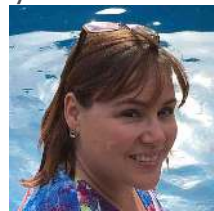


The *Wines of British Columbia* event application reached new gains at Colour 2017 with more than 80 people engaging on the platform, which include winery information, listing of wines, application tech sheets, contact information for winery agents, and allowed attendees to mark their "favourites", rate and write notes on wines tasted, as well as leave comments on the message board.

Paired with Passion Campaign Targets Gulf Islands, Fraser Valley, Similkameen

The Paired with Passion campaign shined a spotlight on unique BC wine regions. The campaign was extremely successful at directing people planning trips to check out some of BC's perhaps lesser known wine regions including Vancouver Island, the Gulf Islands and Similkameen Valley. Metrics indicated the BCWI website traffic increased by 350% across all wine regions compared with the weeks before the campaign launched.

The Paired with Passion campaign is a result of the BCWI working closely with Destination BC (DBC) on co-marketing opportunities to support the BC wine industry overall. DBC has identified wine and culinary tourism as one of five focused "Passions" and has committed additional resources to amplify the work of industry bodies.



Teresa Nykilcuk

The first campaign from the collaboration launched July 24 and focused on getting people planning a trip to consider less familiar BC wine regions. Across Facebook and Instagram channels, creative engagement highlighted "Road Trips" out of Vancouver to the Fraser Valley, Gulf Islands and Similkameen Valley shining a light on regions often caught in the shadow of the Okanagan Valley wine region.

People were directed to the *Wines of British Columbia* [Trip Planner](#) to research new regions more closely including profiles on relevant wineries. In all, the campaign generated more than 11,000 visits to WineBC.com.

SELECT A REGION

- 1 Fraser Valley
- 2 Gulf Islands
- 3 Okanagan Valley
- 4 Similkameen Valley
- 5 Vancouver Island
- 6 Emerging Regions



Traffic to the [Gulf Island Trip Planner](#) pages increased by a huge 2800%. Traffic to the [Fraser Valley](#) pages was up 195%; traffic to [Similkameen Valley](#) pages was up 248%; and traffic to Vancouver Island pages was up 289%. The traffic to individual winery profile pages was also similarly stunning ranging from 170% to 1700% increases in views. The Trip Planner is part of a long-term strategy to help funnel wine aficionados into BC wine tasting rooms.

Launched in March with a mobile application in July, the BCWI commitment is to promote the [Trip Planner](#) as the best research tool for wineries and touring, offering a personalized, custom itinerary that anyone can take on the road. BCWI is able to measure engagement of consumers with these tools, from browsing behaviours to favourite trips to trending wineries.



During the campaign period, 69 trips were populated with 425 wineries for an average of six wineries per trip. Not surprising, the two biggest spikes in the number of wineries being added to itineraries was on the Sunday or Monday before the August and September long weekends.

Moving forward, the [Trip Planner website](#) and application will be enhanced with new features that will include offers to consumers from participating wineries. We encourage you to download and try the application from either [Apple play](#) or [Google play](#) stores.

Chef Meets BC Grape - Taste of the Okanagan

Chef Meets BC Grape (CMBCG) is Western Canada's largest celebration of BC Wine and Food, highlighting all things grown, crushed, raised and produced in British Columbia. Set among the vineyards and vistas of British Columbia wine country, Chef Meets BC Grape Okanagan Wine & Food Experience ran August 24 through to August 27 and provided an unforgettable experience for more than 500 participants. From iconic wines to First Nations flavours, the 4-day festival-style weekend included intimate dinners, a bubbles brunch and the grand Taste of the Okanagan Festival, all featuring BC VQA Wines, and culinary creations from Canada's best chefs.

CREATIVE EXAMPLES REGIONAL



Billfold



Globe & Mail Banner ads



Instagram



EAT Magazine Leaderboard



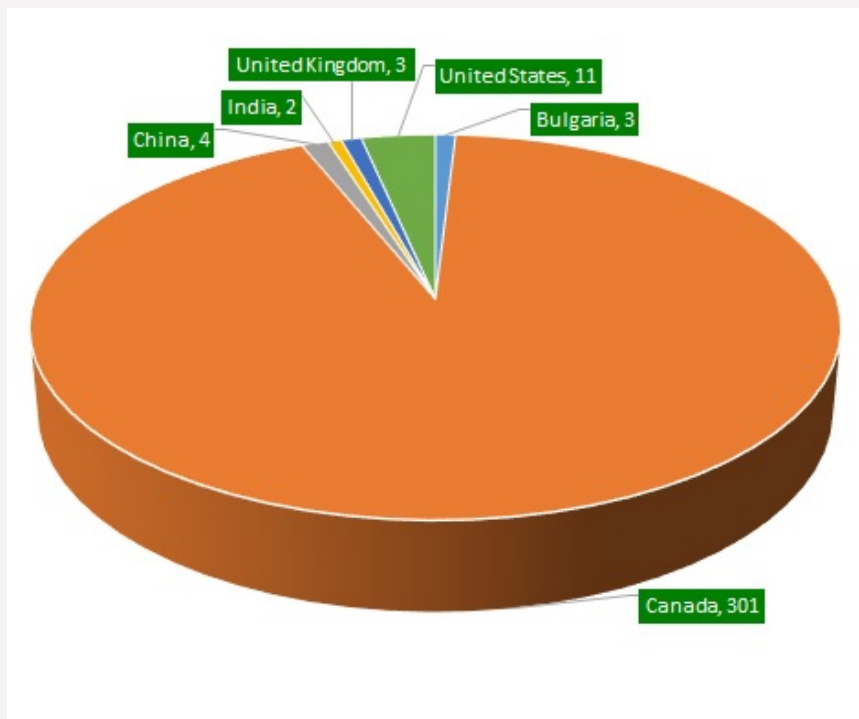
By securing high caliber chefs who are BC VQA wine supporters, the BCWI worked with marketing partner Culinary Marketing Strategies to build BC's overall wine and culinary brand through paid media, earned media, and owned media. From May 1 through to August 30, the Chef Meets BC Grape events earned a national reach of more than 40 million impressions, and brand awareness grew through traditional media and social media networks.

August's CMBCG Taste of the Okanagan raised the bar for wine and culinary events in the region and sets the stage for annual events.

MEDIA REPORT | Q2 SUMMARY OF COVERAGE

Media coverage of the BC Wine Institute, its members and the *Wines of British Columbia* reached more than 197 million readers and viewers from July 1 through September 31. Value for media coverage totaled \$1,849,068.

Number of articles released by country during Q2:



HOSTED MEDIA DURING Q2

- Anthony Gismondi
- Alexandra Gill
- Barb Philip MW
- Bryant Mao
- Cathy Huyge
- Christina Rasmussen
- David Lawrason
- David Stansfield
- Debbra Mikaelson
- DJ Kearney
- Gurvinder Bhatia
- Iain Philip
- John Schreiner
- Karl Kilpatrick
- Kurtis Kolt
- Matt Wentzell
- Michael Apstein
- Michaela Morris
- Mijune Pak
- Nikki Bayley
- Phil Solomon
- Rhys Pender MW
- Richard Hemming MW
- Sebastien Le Goff
- Sharon McLean
- Sid Cross
- Susan McCraith MW
- Terry Mulligan
- Tim Pawsey
- Valerie van der Gracht

MEDIA-RELATED EVENTS

- Emerging Regions Familiarization Tour
- International Wine Writers Familiarization Tour
- 3rd Annual Judgment of BC
- CMBCG Okanagan Wine and Food Experience
- Colour Fall VIP Media & Trade BC Wine Seminar: *BC's Wild Side*

HIGHLIGHTS IN THE NEWS

News highlights from July, August, and September:

In August, the BCWI hosted five acclaimed international wine writers from the UK and USA to the beautiful Okanagan Valley and Similkameen Valley all for their first time visits. So far, we have seen five articles surface as a result of this familiarization tour in top international publications:

Forbes Magazine, USA | [10 Wines That Tell The Future: Visionaries From The Okanagan Valley](#)

Forbes Magazine, USA | [Confessions Of A Wine Writer: Biases Revealed, Unknown Wine Region Exposed](#)

Hosted media guest Cathy Huyge writes a two-piece article on her inaugural experience visiting BC wine country. Forbes Magazine is the audience leader in the business category and has accrued over 3.2 million more readers than the closest competitor for an average audience readership of 6.7 Million.

The Buyer, UK | [British Columbia: Canada's unique, diverse and extreme wine region](#)

UK-based wine writer Christina Rasmussen is writing a four-part series on the *Wines of British Columbia* from her inaugural visit to BC's wine country in *The Buyer*, an on-trade London based online wine publication with a circulation of 70,271.

The Wine Review, USA | [The Most Beautiful Wine Region That You've Never Heard Of...And They Make Good Wine, Too](#)

BCWI's hosted media guest Dr. Michael Apstein reflects on his first-hand experience touring BC's Okanagan Valley and Similkameen Valley wine regions this August writing, "The views are breathtaking, matching many of the wines," in *The Wine Review*.

Westender | [COLOUR BC VQA Spring Release Tasting Event Showcases BC's Best Wines](#)

This year's COLOUR VIP fall media and trade seminar in Vancouver generated a lot of media and sommelier buzz around BC's natural wine scene. Event moderator, Michaela Morris' write

up in the *Westender* on the seminar and the wines showcased, proved as inspiring as her seminar.

***WATCH! Castanet* | [Wine enthusiasts get their fill of BC VQA and expert food pairings at Chef Meets BC Grape](#)**

The 2016 Vintage Media Preview event in Vancouver generated a lot of media interest and positive coverage for the new release vintages. Event moderator Barbara Philip MW toasted the 2016 vintage in her article in *CBC news*. Media coverage like this is always a good way to start the summer touring season!

In addition, hosted media guest, Valerie van der Gracht wrote a three-part series in *My Van City* following the event. For a list of media dippings from the BCWI's CMBCG Okanagan Wine and Food Experience [click here](#).

***Vancouver Sun* | [Anthony Gismondi: Comparing B.C. wines to the world needed for growth](#)**

The BCWI's 3rd annual Judgment of BC has generated media coverage reaching more than 40 million in circulation for the *Wines of British Columbia* in top publications including *Vancouver Sun*, *The Georgia Straight*, USA's *Forbes*, UK's *The Buyer*, *Westender*, *Business in Vancouver*, and more.

***WATCH! Global News* | [Emerging B.C. Wine Regions](#)**

BCWI hosted media from BC, Alberta and Ontario for an emerging region familiarization tour in July. The following week, media guest Gurvinder Bhatia presented some of his observations on these regions along with a few of his favourite wines from the trip on Global News Edmonton.

***Castanet.net* | [Best of BC Wine Country](#)**

The BCWI distributed a media release to launch its inaugural Best of BC Wine Country Awards in July, followed by another release in September to announce the results. The Best of BC Wine Country Awards has been picked up province-wide through print and digital media, and has seen a huge pick-up on social media. *Castanet* was the official media sponsor for the campaign.

***Kelowna Capital News* | [Conference looks to future of Okanagan wine, culinary tourism](#)**

In partnership with UBC, Okanagan College, Washington University and Thompson Rivers University, the BCWI has worked hard in organizing and promoting the upcoming Wine and Culinary Tourism Conference. We look forward to hearing keynote speeches and presentations by BCWI President and CEO Miles Prodan and many other industry professionals at this four-day conference.

For a list of media coverage generated from July 1 through September 30, click [here](#).

For a list of international media dippings from the BCWI International Media FAM click [here](#).

For a list of media dippings from the BCWI's 3rd Annual Judgment of BC to date click [here](#).

PRESS RELEASE ROUND-UP

To ensure the *Wines of British Columbia* stay top of mind in key markets and to keep consumers and industry informed on issues affecting the wine industry, the BCWI regularly issues press releases to a group of more than 300 media, primarily in Canada and the USA. Press releases issued in Q2 are published on [WineBC.org](#).

SOCIAL MEDIA REPORT | [WINEBCdotCOM](#)

During Q2, social media promotion focused on a number of campaigns ranging from trade to tourism to advocacy and media relations. Each

theme's key messages and visuals were promoted across all social media channels and resulted in healthy audience build. Top themes included:

- Judgment of BC 2017 awards and pre-event media familiarization tour
- Best of BC Wine Country Awards
- Four-day Taste of the Okanagan Chef Meets BC Grape wine and culinary events
- Colour 2017 trade industry event in Vancouver
- Free My Grapes free trade advocacy
- BC Harvest 2017 social media campaign
- Paired with Passions shoulder season campaign



Ashley Spilak

BCWI remains focused on driving audiences to our central website WineBC.com. When compared to Q1, our Q2 Fiscal 2018 realized a 176% increase in referral traffic from [Facebook](#), 168% increase from [Twitter](#), and an impressive 546% increase in referral traffic from [Instagram](#).

[Instagram](#)

Followers: 4,555

Our Instagram account recorded 6.5% growth with 290 new followers. Our most engaging Instagram post was in August and featured a perfect pairing wine and culinary demonstration from top judges from Top Chef Canada Chef Mark McEwan at Chef Meets BC Grape Taste of the Okanagan.



[Twitter](#)

Followers: 10,279

Our Twitter followers increased by 1.2% or 102 during the quarter. Our top tweet featured wine writer Michaela Morris' first look at British Columbia's 2016 vintage. The tweet earned 3,643 impressions and 114 engagements, including 23 likes, 11 retweets and 24 dick-throughs.

[Facebook](#)

Fans: 5,597

We gained 704 new fans during the quarter, a 14% increase. Our most engaging organic post was a link to a *Forbes* Magazine article on why Canada and BC should be your next wine vacation. The post reached 3,370 people and earned 93 engagements.

New digital channels were launched during Q2 to facilitate social media community build and to expand media relations outreach. These include a branded *Wines of British Columbia* [SoundCloud](#) audio channel and [Flickr](#) photo sharing site. These new tools have integrated well with BCWI's ongoing social media and traditional media relations activities.

WINE COMPETITIONS | Q2 RESULTS

BC VQA and certified BC Wines are entered into dozens of wine competitions where they show extremely well. In Q2, results were announced from a number of competitions, here are some of the highlights:

[20th Mondial des Pinots \(Sierre, Switzerland\)](#)

SILVER

50th Parallel Estate Pinot Noir 2014 BC VQA Okanagan Valley

Decanter Asia Wine Awards (Hong Kong, China)

SILVER

Bench 1775 Whistler Viognier Ice Wine 2014 BC VQA Okanagan Valley

C.C. Jentsch Cellars Small Lot Series Cabernet Franc 2014 BC VQA Okanagan Valley

Popular Grove Winery Syrah 2014 BC VQA Okanagan Valley

Lieutenant Governor's Awards for Excellence in British Columbia Wines (Victoria, British Columbia)

Burrowing Owl Estate Winery Cabernet Franc 2014 BC VQA Okanagan Valley

Cassini Cellars The Aristocrat Cabernet Sauvignon 2013 BC VQA Okanagan Valley

Cassini Cellars Nobilus Merlot 2013 BC VQA Okanagan Valley

Castoro de Oro Estate Winery Crimson Rhapsody 2014 BC VQA Okanagan Valley

Gray Monk Estate Winery Odyssey White Brut 2014 BC VQA Okanagan Valley

The Hatch Crown + Thieves The Broken Barrel Syrah 2013 BC VQA Okanagan Valley

Howling Bluff Estate Winery Century Block Pinot Noir 2013 BC VQA Okanagan Valley

Kitsch Wines Riesling 2015 BC VQA Okanagan Valley

Maverick Estate Winery Bush Vine Syrah 2014 BC VQA Okanagan Valley

Noble Ridge Vineyards and Winery The One Sparkling 2012 BC VQA Okanagan Valley

Perseus Winery Invictus 2013 BC VQA Okanagan Valley

Upper Bench Estate Winery Chardonnay 2015 BC VQA Okanagan Valley

Okanagan Wine Festivals Society BC Wine Awards - Fall Festival (Kelowna, British Columbia)

PREMIER'S AWARD

Sandhill Wines Syrah Terroir Driven 2015 BC VQA Okanagan Valley

PLATINUM

See Ya Later Ranch NV Brut BC VQA Okanagan Valley

Baillie-Grohman Estate Winery Chardonnay 2014 BC VQA Okanagan Valley

Monte Creek Ranch Winery Pinot Noir Reserve 2016 BC VQA Okanagan Valley

Red Rooster Winery Riesling 2016 BC VQA Okanagan Valley

Tightrope Winery Syrah 2015 BC VQA Okanagan Valley

TIME Estate Winery Meritage 2013 BC VQA Okanagan Valley

Volcanic Hills Estate Winery Gamay Noir 2016 BC VQA Okanagan Valley

78th Los Angeles International Wine Competition (Los Angeles, California)

GOLD

50th Parallel Estate Pinot Gris 2016 BC VQA Okanagan Valley

Black Hills Estate Winery Chardonnay 2015 BC VQA Okanagan Valley

Bordertown Vineyards Cabernet Franc 2014 BC VQA Okanagan Valley

CASSINI Cellars Cabernet Franc Collector's Series 2013 BC VQA Okanagan Valley

CASSINI Cellars Merlot Nobilus, Grand Reserve 2013 BC VQA Okanagan Valley

Church and State Wines Pinot Gris 2016 BC VQA Okanagan Valley

Church and State Wines Syrah 2014 BC VQA Okanagan Valley

Fort Berens Estate Winery Riesling 2016 BC VQA Emerging Region

Fort Berens Estate Winery Riesling 2016 BC VQA Emerging Region

Gehring Brothers Estate Winery Ehrenfelser 2016 BC VQA Okanagan Valley
Gehring Brothers Estate Winery Gewurztraminer Blends 2016 BC VQA Okanagan Valley
Gehring Brothers Estate Winery Pinot Gris Private Reserve 2016 BC VQA Ok Valley
Gehring Brothers Estate Winery Riesling Private Reserve 2016 BC VQA Okanagan Valley
Monte Creek Ranch Winery Chardonnay Reserve 2015 BC VQA Emerging Region
Monte Creek Ranch Winery Riesling BC VQA Emerging Region
Moon Curser Vineyards Bordeaux Blend Border Vines 2014 BC VQA Okanagan Valley
Moon Curser Vineyards Carmenere 2014 BC VQA Okanagan Valley
Moon Curser Vineyards Tannat 2013 BC VQA Okanagan Valley
Perseus Blanc de Blanc Chardonnay BC VQA Okanagan Valley
Red Rooster Winery Pinot Blanc 2016 BC VQA Okanagan Valley
Red Rooster Winery Riesling 2016 BC VQA Okanagan Valley
Sandhill Wines Meritage Sandhill Estate Vynd 2014 BC VQA Okanagan Valley
SpierHead Pinot Noir Cuvee 2015 BC VQA Okanagan Valley
Wayne Gretzky Okanagan Red Blend 2015 BC VQA Okanagan Valley
Wayne Gretzky Okanagan Riesling Blend The Great White 2016 BC VQA Okanagan Valley
Wild Goose Winery Gewurztraminer 2016 BC VQA Okanagan Valley
Wild Goose Winery White Blend Autumn Gold 2016 BC VQA Okanagan Valley

For a complete list of winners, visit WineBC.org

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



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WINES OF
BRITISH COLUMBIA
winebc.com