



FISCAL 2019: FIRST QUARTERLY REVIEW

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

This 1st quarter review covers activities that occurred during April, May and June 2018.

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President & CEO Message

It's been more than two years since the announcement of results of the BC wine industry plebiscite for proposed amendments to the Wines of Marked Quality Regulation.



The BC wine industry, it turns out, may not be as resistant to change as some feared. Involving an onerous 'double majority' approval (BCWA requiring support from at least 65% of all wineries AND support from member wineries that produce at least 50% of all BC wine), and uniquely including all licensed grape wineries in BC, the plebiscite demonstrated support for the strong consensus amongst industry in general.

Unfortunately, with the change to a new provincial government and other delays, Ministry of Agriculture's and Cabinet's review of the amendments was slow.

Finally last week, a number of key amendments were announced, including Thompson Valley, Shuswap, Lillooet and the Kootenays being recognized as new BC VQA Geographical Indications (GIs), standard elements of appellation systems used around the world. Also, there was a streamlining of the process for recognizing sub-GIs. Previously Golden Mile Bench was the only sub-GI, but wineries on the east side of the Okanagan Valley, from Vaseux Lake to just north of Shuttleworth Creek, now are permitted to label their wines with the “Okanagan Falls” sub-GI.

An additional change implements a flat fee for small wineries to enable and encourage more wineries to participate in the BC Wine Authority’s programs. The change has already borne fruit, with Vancouver Island’s Rocky Creek Winery’s and Unsworth Vineyards’ wines receiving BC VQA certification, and both wineries joining as BC Wine Institute members.

While it’s taken some time, and there’s still work to be done, changes to the Wines of Marked Quality Regulation reflect the dynamic and evolving BC wine industry.

- Miles Prodan, President & CEO. BC Wine Institute

Marketing Director

Following the Alberta boycott of BC wine, the Province of British Columbia declared April 2018 as “BC Wine Month”.



Provincial funding was provided to the British Columbia Wine Institute to implement a BC wine industry awareness campaign throughout the province. A variety of activities were implemented resulting in BC VQA Wine sales reaching an all-time high. Total market share growth was 1.15%. BC VQA growth at 8.02%. BC VQA market share reached 18.33%.



Partnering with the Government of British Columbia and Destination BC for BC Wine Month, the BCWI maximized marketing initiatives with a multi-layered approach to engage industry and consumers. resulting in record numbers. WineBC.com experienced a record 29,946 visitors to the website throughout the month, a 265.51% increase compared to April 2017 along with a 18.95% decrease in bounce rate. *Wines of British Columbia* social media platform engagement was also up over the previous month: Facebook up 27%, Instagram up 22%, Twitter up 38%. The #BCWineMonth hashtag earned 106.8K in engagement on the Instagram landscape and the contest component of the campaign received 20,000 entries, with 32% opting in to receive BCWI's consumer newsletter "The Vine".

BC Wine Month proved to be a very successful initiative with collaborative support from government, industry, consumers and more. It set the stage for the start of our 2019 fiscal year and our team is working to strategically build on these results.

For further details and to view marketing materials and videos please [link](#).

Kimberley Barnes - Marketing Director

Communications & Content Marketing Director



Who is our BC wine tourist? What are they looking for when they are considering a trip to BC wine country? And what do they do when they are here?

These are questions we constantly ask ourselves when creating promotional programs, media itineraries and content to inspire people to tour our beautiful wine regions in British Columbia.



In early May we conducted qualitative research to answer these questions. Focus groups in Vancouver and Calgary invited consumers that had recently visited a wine region in BC, and those that were planning a trip, to share their thoughts on what this looked like to them.

A few learnings that were confirmed include the understanding that water is an important part of the appeal of wine touring in BC. Visitors appreciated our stunning views with vineyards and water (lakes, rivers, oceans). Visitors have anchor wineries they plan to visit and support and discover other wineries along the way. Visitors are looking for a complete tourism experience that includes local dining, vineyard dining, farmers markets, wine touring and brewery and distillery visits. Even the most passionate wine tourists want to know what other things they can do.

Visitors are looking for unique experiences and want to share these. They want authenticity and a natural feel (not forced or fabricated), they enjoy a sense of discovery.

For a complete summary of the research, please [contact](#) Maggie Anderson, Director of Communications and Content.

Media Relations Manager



During this first quarter, the *Wines of British Columbia* gained an international and national spotlight in media as a result of media initiatives and events taking place in San Francisco, Vancouver, Victoria, Calgary and the Okanagan Valley, including five in-region media familiarization tours.

As part of Team BC, the BCWI attended Destination Canada's Canada Media Marketplace in San Francisco April 3 through 5 to promote BC's wine regions as a premium tourism destination to top US media. Along with pitching to influential travel and lifestyle media during scheduled appointments, the BCWI worked alongside Destination Canada to sponsor the closing reception where six BCWI member wineries showcased and poured BC VQA Wine for more than 300 print, television, social media influencers and tourism partners from across North America.



To maximize exposure in the marketplace, the BCWI partnered with Tourism Kelowna, Destination BC and Destination Canada to present a Chef-collaborative BC VQA Wine paired dinner at Michael Mina Restaurant hosting 21 prominent US wine, food, travel media and trade that would launch A Chef's Playground Co-Op Marketing Campaign hosting celebrity chef Ravi Kapur in-region later in the quarter.

The BCWI hosted three Vintage Media Preview panels providing an in-depth review and taste of the 2017 vintage releases for more than 85 key media and trade in Vancouver and for the first time in Victoria and Calgary.

As part of April's BC Wine Month, the BCWI partnered with Destination BC and Global TV to feature two Okanagan wine touring segments with Yvonne Schalle on Our BC to promote BC wine touring, along with two Saturday Sip segments featuring BC top sommelier Sean Nelson and Vancourite social influencer and sommelier Alex Anderson. In addition, the BCWI hosted/co-hosted five in-region media tours during welcoming 41 media and influencers to BC wine country.

For more information on our media relations efforts, please refer to the Media Report below.

MEDIA REPORT | SUMMARY OF COVERAGE

Direct and indirect media coverage of the BC Wine Institute, its members and the *Wines of British Columbia* reached almost 50 million readers and viewers from April 1 through June 30. Value for media coverage totaled \$370,507.

The BCWI hosted 40 media events and organized 10 media-related events. A complete list can be found [here](#).

HIGHLIGHTS IN THE NEWS

Highlights in the news from April through June:

WATCH! Global News | [Saturday Sips - BC Wine Month](#)

WATCH! Global News | [Chilled BC Reds for Canada Day](#)

Business in Vancouver | [Helicopter tours, new restaurants lure B.C. wine tourists](#)

Kelowna Courier | [B.C. wineries get a boost](#)

Okanagan Edge | [Pushing B.C. wine in San Fran](#)

My VanCity | [Wines of British Columbia's 2017 Vintage is one of excellence](#)

Investor Ideas | [BC Wine Industry celebrates the success of BC Wine Month with BC Wine sales at an all-time high](#)

BC Local News | [Festival of celebrity chefs to highlight and celebrate B.C. wines](#)

BLOG: TeamChomp | [TEAMCHOMP MEETS BC GRAPE](#)

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

PRESS RELEASE ROUND-UP

To ensure the *Wines of British Columbia* stay top of mind in key markets and to make sure consumers and industry remain informed on issues affecting the wine industry, the BC Wine Institute regularly issues press releases to a group of more than 300 media, primarily in Canada and the US.

Press releases issued in Q1 are located in the Media section of [WineBC.com](#).

Laura Kittmer - Media Relations Manager

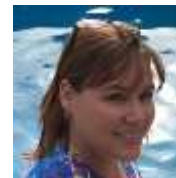
Quarterly Sales Reports

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



Marketing Manager

CREATING AMBASSADORS FOR BC WINE



In April and May, the BCWI hosted 20 *Wines of British Columbia* Ambassador sessions across the province.

More than 450 attendees from restaurants, liquor retailers, wineries and the tourism industry were trained on how to tell the story of BC wine to their patrons. 300 graduates went on to complete Level Two, a course which compares BC wine to international benchmark wines.

The seminars were delivered by wine experts Kurtis Kolt, Rhys Pender MW and, new this year, Mike Lee who teaches WSET classes in the Kelowna.

Always well received, feedback from participants was positive.



"The ambassador program is great! This is a very valuable program, thanks for the BCWI's work in delivering it and investment in it!" - Chris Shauf, Tourism Kelowna

40% of attendees came from member wineries and their participation is key in equipping tasting room staff for the peak tourist season. 30% were from restaurants, including award-winning establishments like Boulevard, Chambar, 10 Acres and Oak & Cru. Private liquor retailers, BC Liquor Stores, *Wines of British Columbia* Save-On-Foods wine store staff and Okanagan wine tour operations were also well represented.

Classes took place in Vancouver, Victoria, Kamloops, Okanagan Valley and, for the first time, a session in Langley to serve the Fraser Valley wineries. Thanks to our venue partners Delta Grand Okanagan, Penticton Lakeside, Spirit Ridge Resort in Osoyoos and Everything Wine for providing space and staff in support of the program.

- Teresa Nykilchuk, Marketing Manager

Social Media - Marketing Manager Report



During the quarter, *Wines of British Columbia* social media promotion focused on several campaigns ranging from consumer, trade, industry, and advocacy supporting the growth of the BC Wine industry. Each campaign was executed using professional visuals and accompanying key messages. More than 40 pieces of social media content were shared.

With a continued focus on photo and video assets, the BC Wine Institute adopted Crowdriff - a photo-sharing and engagement platform and organized a [photo shoot centered on the Fraser Valley wine region](#) to capture wine country visuals that communicate opportunities for urban visitors.

Digital Activities:

- Chef Meets BC Grape Vancouver, Calgary, and Taste of the Okanagan ticket sales with Mother's Day and Father's Day promotions
- Chef Meets BC Grape on-site promotion and use of social media influencers. The 2018 finale video captured more than 10,000 views and over 7,034 engagements on Facebook alone
- Awareness campaign for the BC Wine Industry Awards, AGM and reception
- Monthly BCWI membership promotion and story-telling
- Support of CVA-led Free My Grapes campaign
- Crowdriff photo management with 156 rights-approved assets collected
- Fraser Valley photo-shoot and on-site engagement with member wineries
- *Taste & Terroir* blog promotion

Social Media Metrics:

- Engagement on Facebook and Twitter remained steady from last quarter which proved a record quarter.
- Facebook page following grew 31% with 3,306 new fans participating on the page. Sentiment remained positive. Top reach on a single post was 32,679.

- Twitter earned 283 new followers, a 2% increase. Twitter messages grew by 669% from the previous quarter and sentiment remained positive.
- Instagram continues to show healthy growth when compared to the last quarter, recording a 17% increase in engagement levels and more than 9% audience growth.

| Platform | Audience | New Audience | (+/-) % | Total Engagement / Reach / Likes | (+/-) % |
|-----------|----------|--------------|---------|----------------------------------|---------|
| Facebook | 14,104 | +3,306 | +31% | +8,733 / 32,679 / 6,679 | -28% |
| Twitter | 11,211 | +283 | +2% | +3,763 / 491K / 2,771 | -19% |
| Instagram | 5,943 | +738 | +9.2% | +9,784 / N/A / 9,524 | +17% |



*Growth comparative Q1 to Q4 F2018

- Ashley E. Spilak, Content Marketing Manager

Marketing Events Report

BLOOM AND DISCOVER BC VQA SPRING RELEASE

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

- Victoria: 68 wineries and more than 150 attendees
- Vancouver: 94 wineries and 460 attendees
- Calgary: 27 wineries and 89 attendees

In response to our follow up poll with attendees, 70% said they developed a new business relationship with 65% saying they were ‘likely or very likely’ to list new products as a result of attending. 75% rated the event as very good or excellent. Attendees also provided positive comments towards their experience and attending these valuable events again in the future.

“Love these events and look forward to more. Great to network and learn about the wine.”

“Great job for everyone and looking forward to the next Bloom wine tasting seminar. Thank you.”

CHEF MEETS BC GRAPE 2018

Following these trade events in Vancouver and Calgary, both Chef Meets BC Grape (CMBCG), western Canada's largest consumer tasting of BC wine and food, events experienced advance sell outs. These events support our BC wine and food tourism focus in partnership with Destination BC and celebrate all things grown, crushed, raised and produced in BC. Consumers enjoyed hundreds of BC VQA Wines in a walk-around tasting sampling BC wine paired small plates with the opportunity to vote for their favourite along with celebrity judges.



Top winning restaurants from each event were invited to participate in the CMBCG Taste of the Okanagan, a tented, festival-style outdoor extravaganza set in the heart of the Okanagan Valley. Guests strolled through the winery grounds at Okanagan Falls' See Ya Later Ranch, tasting and sipping their way through the afternoon. The day included tastings from 45 BC wineries, masterclass wine education seminars hosted by this year's winery association sponsors, Oliver Osoyoos Winery Association and West Side Wine Trail; chef demonstrations by Top Chef Canada head judge Chef Mark McEwan, and Season 2 winner and All-Star finalist Chef Trevor Bird; wine and food pairings; and a variety of food stations prepared by the country's top chefs including local winery restaurant chefs.



Wine Competitions - Quarterly Results

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



Decanter Wine Awards - April 2018

GOLD (8)

Black Sage Vineyard Shiraz 2015 BC VQA Okanagan Valley
Mission Hill Family Estate Winery Reserve Shiraz 2015 BC VQA Okanagan Valley
Mission Hill Family Estate Winery Reserve Riesling Icewine 2016 BC VQA Okanagan Valley
Monte Creek Ranch Winery Chardonnay 2016 BC VQA British Columbia
Monte Creek Ranch Winery Riesling 2016 BC VQA British Columbia
Quails' Gate Winery Stewart Family Reserve Chardonnay 2016 BC VQA British Columbia
Quails' Gate Winery Boswell Syrah 2015 BC VQA British Columbia
See Ya Later Ranch Ping Meritage 2015 BC VQA British Columbia

International Wine & Spirit Competition - Spring 2018

GOLD (5)

Inniskillin Riesling Icewine 2016 BC VQA Okanagan Valley
Inniskillin Vidal Icewine 2016 BC VQA Okanagan Valley
Jackson-Triggs Okanagan Estate Reserve Vidal Icewine 2016 BC VQA Okanagan Valley
Mission Hill Family Estate Winery Estate Reserve Riesling Icewine BC VQA Okanagan Valley
Nk'Mip Cellars Riesling Icewine 2016 BC VQA Okanagan Valley

Pacific Rim International Wine Competition - April 2018

BEST OF CATEGORY - ICEWINE

Grizzli Winery Sauvignon Blanc Icewine 2013 BC VQA Okanagan Valley

BEST OF CLASS (6)

Burrowing Owl Estate Cabernet Franc 2015 BC VQA Okanagan Valley
Grizzli Winery Sauvignon Blanc Icewine 2013 BC VQA Okanagan Valley
Monster Vineyards Merlot 2016 BC VQA Okanagan Valley
Perseus Winery 2015 Select Lot Cabernet Franc BC VQA Okanagan Valley
Summerhill Pyramid Winery Ehrenfelser 2016 BC VQA Okanagan Valley
Tinhorn Creek Vineyard Cabernet Franc 2015 BC VQA Okanagan Valley

International Wine Challenge - April 2018

SILVER (2)

Indigenous World Winery Cabernet Sauvignon 2014 BC VQA Okanagan Valley
Meyer Family Vineyards Marks & Spencer Pinot Noir 2016 BC VQA Okanagan Valley

Los Angeles International Wine Competition - May 2018

BEST OF CLASS - GOLD (6)

Burrowing Owl Estate Winery Meritage 2014 BC VQA Okanagan Valley
Monte Creek Ranch Winery Rosé BC VQA British Columbia
Poplar Grove Winery Syrah 2015 BC VQA Okanagan Valley
Poplar Grove Winery Rosé Malbec Blanc de Noirs 2017 BC VQA Okanagan Valley
Sandhill Wines Riesling Icewine 2016 BC VQA Okanagan Valley
Township 7 Vineyard & Winery Merlot 2015 BC VQA Okanagan Valley

Dan Berger's International Wine and Cider Competitions - May 2018

BEST OF CLASS / TRIPLE GOLD (1)

Noble Ridge Vineyard and Winery Reserve Meritage 2015 BC VQA Okanagan Valley

GOLD (9)

Desert Hills Estate Winery Viognier 2017 BC VQA Okanagan Valley
Desert Hills Estate Winery Cabernet Sauvignon 2014 BC VQA Okanagan Valley
Noble Ridge Vineyard and Winery King's Ransom Meritage 2014 BC VQA Okanagan Valley
Noble Ridge Vineyard and Winery King's Ransom Cabernet Sauvignon 2015 BC VQA Okanagan Valley
Tightrope Winery Syrah 2015 BC VQA Okanagan Valley
Tightrope Winery Riesling 2017 BC VQA Okanagan Valley
Tightrope Winery Pinot Gris 2017 BC VQA Okanagan Valley
Wild Goose Vineyards & Winery Red Horizon Meritage 2016 BC VQA Okanagan Valley
Wild Goose Vineyards & Winery Riesling 2017 BC VQA Okanagan Valley

All Canadian Wine Championships - June 2018

BEST OF CLASS - RED WINE

Wild Goose Vineyards Red Horizon Meritage 2016 BC VQA Okanagan Valley

BEST OF CLASS - WHITE WINE

Wild Goose Vineyards Gewürztraminer 2017 BC VQA Okanagan Valley

DOUBLE GOLD (35)

Visit the WineBC.com [awards page](#) to see the complete list of BC VQA 2018 winners!



[Unsubscribe](#)

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