



BC WINE SEARCH AND Savour CONTEST

FOUR WAYS YOUR RESTAURANT CAN GET INVOLVED

THE *WINES OF BRITISH COLUMBIA* IS PLEASED TO PRESENT OUR FALL MARKETING CAMPAIGN CELEBRATING THE DELICIOUSLY DIVERSE WINE-GROWING REGIONS OF BC. WE INVITE YOU TO TAKE PART AND TAKE ADVANTAGE OF THE **FREE** MARKETING SUPPORT WE ARE OFFERING. HERE'S HOW....

1 HOST A BC VQA WINE & LOCAL FOOD PAIRING EVENT

Winemakers' dinners, vertical pairings, focus on a varietal - there are many ways you can feature BC VQA wine and your cuisine as the perfect partners. Submit your event to our popular winebc.com events calendar and we will promote online and through social media.



2

FEATURE A BC VQA WINE FLIGHT

BC is home to 9 official wine regions and 2 sub-regions. Featured flights can be themed as one varietal sourced from different regions to highlight how terroir influences wine. Entice, amaze and educate your clientele with your recommendations.



3

ORDER AND DOWNLOAD POS

Billfolds, posters, coasters and other point of sales materials available for FREE. To order visit our online **Order Page**.

4

SHARE ON SOCIAL MEDIA

Let us know what you are doing by tagging **#bcwine** and **#buybc** and the BC Wine Institute will amplify across our channels.



The campaign will be running on TV, online and in stores until December 16.

For more information on the Search and Savour campaign visit: winebc.com/industry/search-and-savour

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

