



### FISCAL 2019: THIRD QUARTERLY REVIEW

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

This 3rd quarterly review covers activities that occurred during October, November and December 2018.

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## President & CEO Message

Fall 2018 saw developments in several key BCWI priority advocacy initiatives including:

*United States-Mexico-Canada Agreement (USMCA)*

Tabled with US Congress on October 1, the USMCA was formally signed November 30, 2018.



The USMCA also included a side-letter that confirms that the US will place its WTO challenge on hold provided the BC government amends or eliminates by November 1, 2019 the measures which allow only BC wine to be sold on regular grocery store shelves.

The BCWI maintains the USMCA continues to recognize the provenance of our grandfathered BC-only industry licences and continues to work with the CVA, federal and provincial governments on a solution that preserves the integrity of these farm-to-market licences.

### *Interprovincial Direct-to-Customer Shipping*

The BCWI has been active for more than a decade in the fight for direct winery-to-consumer delivery.

The past year has seen the highest level of activity on record, starting with the BCWI's support of the Canadian Constitution Foundation acting on behalf of Gérard Comeau at the Supreme Court of Canada, and ending with the push at the First Ministers' Conference, held in December 2018.

The final communiqué from the December Conference included a commitment by the Prime Minister and Premiers to consider amendments to the *Importation of Intoxicating Liquors Act* to remove the federal requirement that alcohol moving from one province to another be sold or consigned to a provincial liquor authority.

Such a development could remove provincial restrictions and open the way for direct-to-consumer sale and delivery of Canadian wine.

BCWI will continue to support the CVA at the national level as well as advocate with the government here in BC to make the necessary changes to finally allow Canadian customers to have BC wine shipped directly.

For further detail and ongoing updates on these and other BCWI priority advocacy initiatives, I invite you to visit our website [here](#).

- Miles Prodan, President and CEO, BC Wine Institute

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## Marketing Director

### Search Near, Not Far.

With the announcement of four new Geographic Indications (GIs) and two sub-regions, the BC Wine Institute launched a campaign inviting consumers to “Search Near, Not Far” and explore the unique differences coming from our defined wine growing regions.





The campaign invited consumers to explore the character within each BC wine region and to learn about the Okanagan Valley, Similkameen Valley, Fraser Valley, Vancouver Island, Gulf Islands, and the four new regions Thompson Valley, Kootenays, Lillooet and Shuswap. Each region was profiled for one week on [WineBC.com](http://WineBC.com) and across social media channels.

Search Near, Not Far promotional materials were implemented in premium liquor retailers across the province, BC Liquor Stores and all BC VQA Wine stores located in Save-On-Foods stores. Other participating outlets include a selection of restaurants and local BC wineries.



A digital and broadcast campaign showcased the promotion and offered consumers the opportunity to win weekly prizes through the Search Near, Not Far Search & Savour contest, culminating in a grand prize of the ultimate BC wine touring experience for two.

Consumers were invited to follow us on Instagram [@WineBCDotCom](https://www.instagram.com/WineBCDotCom) to enter and watch our stories to learn about a different BC wine region each week. By locating a secret word in the wine barrel, they were entered to win a weekly prize.

The campaign was developed with funding support from the BC Government's Buy BC Partnership Program; delivered by the Investment Agriculture Foundation of BC with funding from the Government of British Columbia.

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## Communications & Content Director

### Wine BC 2030 Report

[Wine BC 2030](#), the long-term strategic plan for the BC wine industry, launched with the appointment of The Artemis Group and O'Donnell Lane LLP to facilitate the project.



Engagement has been overwhelming with strong interest from all areas of industry. A quantitative survey was distributed in November, resulting in 176 industry completions. Working groups were created to discuss matters relating to Wine Making, Viticulture, Tourism and Hospitality, Owner and Proprietor Input, Marketing and Communications, and key on premise and Retail Trade input.



To facilitate communication with all industry [WineBC2030.com](http://WineBC2030.com) was launched, this key resource includes background on the project including the full scoping project and [outcomes](#): details of [working group outcomes](#), [blog posts](#) and a [calendar of events](#).

For all progress reports visit [WineBC2030.com](http://WineBC2030.com). The final plan will be presented at the 2019 BC Wine Industry Insight Conference on March 12, 2019. Don't miss your opportunity to be the first to hear where the industry is headed and how we are going to get there. Click [here for tickets](#).

For more information please contact Maggie Anderson at [MAnderson@WineBC.com](mailto:MAnderson@WineBC.com).

Maggie Anderson - Communications and Content Director

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## Media Relations Manager

During the third quarter the *Wines of British Columbia* reached more than 92.5 million readers and viewers through direct and indirect media coverage, for a value of \$855,795 in unpaid media.



In October, the BCWI welcomed 18 acclaimed international and national wine writers from the US, UK, Alberta, New Brunswick and British Columbia alongside 20 sommeliers, Master Sommeliers, importers and buyers in-region for media-related activities including: the second annual Wine BC BootCamp and pre-familiarization media tour; and the BCWI's fourth annual Judgment of BC tasting.



These events have resulted in 118 articles generating \$85,788 in unpaid media, reaching almost 10,000 in circulation. The 3rd annual Wine BC BootCamp will be held on October 20 - 23, 2019

### Testimonials

#### BC Wine BootCamp 2019

*"The evolution of the BC Wine industry has been extraordinary, the wines showing a real sense of place."* - Terry Threlfall, Wine Director at Selfridges & Company in the UK

*"I just wanted to reach out and say a big thank you for an amazing event last week. It went off without a hitch, every day was extremely engaging and informative and it is so impressive that it was only the 2nd time doing it. Great job!!"* - Chase MacLeod, Wine Director Fable Kitchen

*"I just wanted to say thanks for such a great experience last week. The opportunity was invaluable, especially being in the Okanagan. We don't have much chance in the interior to access that kind of professional development or interaction with industry experts. I learned loads and can take so much back to the store and the company."* - Lindsay Kaisaris, General Manager JAKS

*"Thanks so much for inviting me to Bootcamp, I really enjoyed the week and would like to say that of the hundred or so media/buyer trips I have been on over the years this was*



*easily one of the most well- organized, and as Kim can attest, I am not prone to sugar coating things.” - Geoff Last, Bin 905, The Calgary Herald, City Palette Magazine*

#### Judgment of BC

*“BC Wine can stand up on the world stage with their own character, flavours, personality and hold its head up high against some of the best wines in the world.”*

- Christine Austin, British wine writer for the *Yorkshire Post*



The *Wines of British Columbia* engaged with nine guest bloggers to contribute to WineBC.com’s [Taste & Terroir](#) blog earning 5,724 page views with an average time spent on page three minutes and eight seconds.

As part of the BCWI’s winter wine touring content strategy, the BCWI partnered with social media influencer Tori Wesszer of Fraiche Nutrition on a familiarization tour resulting in unpaid digital media coverage and social media exposure for the *Wines of British Columbia* reaching more than 117,000 followers.



Check out Tori’s blog story [Our Romantic BC Wine Country Getaway](#).

The BCWI also partnered with media partners including Global BC, Gismondi on Wine, *Vancouver Magazine* and *Western Living* to promote our Buy BC campaign through editorial, Saturday Sips, social and banner ads. Leveraging media relationships with these partners resulted in an additional \$12,500 in unpaid media coverage for the campaign.

Total media coverage has increased by 25 per cent in advertising equivalency over last year's Q3, and international media accounted for 25 per cent of all unpaid media coverage in advertising equivalency this quarter.

## **MEDIA REPORT | HOSTED-MEDIA**

For a list of the 38 media hosted by the *Wines of British Columbia*, click [here](#).

## **HIGHLIGHTS IN THE NEWS**

Highlights in the news October through December 2018:

WATCH! Global BC | Saturday Sips - [BC Wine from new growing regions WATCH!](#)  
Castanet News | [BC wines impress top judges](#)  
*The Drinks Business UK* | [Icewine harvest underway in BC](#)  
*Vancouver Sun* | [Anthony Gismondi: B.C. wines take on the world](#)  
*Calgary Herald* | [B.C.'s wine industry humming along nicely](#)  
*The Province* | [B.C. wine industry disappointed over coming grocery-store sales changes](#)  
*Vancouver Magazine* | [Search Near Not Far with the \*Wines of British Columbia\* This Fall](#)  
Fraiche Nutrition Blog | [Our Romantic BC Wine Country Getaway](#)

For a list of media coverage generated October 1 through December 31, click [here](#).

For a list of Judgment of BC media clippings, click [here](#).

## **PRESS RELEASE ROUND-UP**

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

Press releases issued in Q3 can be found in the media section of [WineBC.com](#).

Laura Kittmer - Media Relations Manager

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## **Quarterly Sales Reports**

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

[OCTOBER](#)

[NOVEMBER](#)

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# Marketing Programs Report

## International Export Activities

### Export Forum 2018

On October 25, 2018 following Wine BC BootCamp, the BCWI held an educational export seminar focusing on key international target markets for the BC wine industry.

More than 60 attendees heard valuable insights from five key presenters; Terry Threlfell, Buying Director Wine & Spirits Selfridges & Co London, Juwan Kim, Sommelier, Hong Kong, Mark Newman CEO, Accolade Brands Inc. USA, Adriana Carrillo, BC Ministry of Jobs, Trade and Technology, and Kazia Mullin, Business Services Export Navigator Program. The presentations included how to approach the market, how to price your wine, key activities to support sell through of your wine, and current perceptions of BC wine, an interesting perspective of both commonalities and differences between markets.

Don Triggs, Culmina Family Estate Winery shared “A great event with huge takeaways. Well done!”

For copies of presentations and links to videos please contact Maggie Anderson at [MAnderson@WineBC.com](mailto:MAnderson@WineBC.com).

### BCWI in Hong Kong

The Trade Commissioner Service of Global Affairs Canada is collaborating with industry partners BCWI, Wine Marketing Association of Ontario, Taste of Nova Scotia and Wines of Nova Scotia to present the first Canadian Wine Certification Course in Hong Kong on November 20, 2018. This is a follow up to the 1st Canadian wine sommelier championship of Greater China that was organized in 2018.

[Read more](#)

For further information on the activities please contact BCWI President & CEO Miles Prodan who attended the event. Email [MProdan@WineBC.com](mailto:MProdan@WineBC.com).

### Alberta Report

Co-op Wine Spirits Beer has been a great partner with the *Wines of British Columbia* over the years. This year its support was enhanced in having BC wine country as their featured region for their fall Grape Escape event November 16 and 17, 2018.





Great exposure was experienced with *Wines of British Columbia* signage, seminars, booth and ongoing plugs throughout the evening with their PA system.

[Read more](#)

### BC Liquor Store BC VQA Advocate Learning Experience 2018



The BC Wine Institute worked with the BC Liquor Stores marketing team to create its annual BC VQA Advocate Learning Experience for 2018.

The group of 35 BC Liquor Stores staff from around the province included 27 BC VQA Advocates and 5 BC Liquor Stores Product Consultants, together with Portfolio Manager Stephen Schiedel and two Regional Managers.



[Read more](#)

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## Marketing Events Manager

### **A Busy Q3 for *Wines of British Columbia* Events**

In preparation for the implementation of the BC Wine Country Explorer's Pass Program, BCWI 2019 Fiscal Year marketing initiatives were used to build awareness of the Trip Planner Page on [WineBC.com](http://WineBC.com) and the Trip Planner App.



Visitors to the Trip Planner Page were encouraged to create their own consumer account through the "My Trips" option and to download the Trip Planner App giving them access to their trip plans while in market on their personal devices. These marketing initiatives have resulted in the Trip Planner continually ranking in the top pages on [WineBC.com](http://WineBC.com) which sees on average over 13,000 users to the sight per month.

The 2020 Fiscal Year marketing initiatives will continue to build awareness and drive consumers to the Trip Planner page to create an account through “My Trips”, download the Trip Planner App and the bonus of accessing enhanced wine tasting experiences through a BC Wine Country Explorer’s Pass program.



The Wine Country Explorer’s Pass will launch during April BC Wine Month with a preview presented at the Vancouver International Wine Festival.

For more information on the Explorer’s Pass Program, click [here](#).

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## Marketing Manager Report - Social Media

During the third quarter the *Wines of British Columbia* social media promotions focused on several campaigns ranging from consumer, trade, industry, and advocacy supporting the growth of the BC wine industry.



A number of campaigns were executed using dynamic visuals and accompanying key messages. Over the course of Q3, **768 pieces** of social media content were shared by the *Wines of British Columbia*. Digital marketing activities included:

### *Consumer*

- Digital Marketing plan for the nine-week Buy BC Search & Savour campaign
- Marketing and paid promotion of BC winter wine touring [video campaign](#)
- Promotion and paid promotion of [Taste & Terroir](#) blog posts
- Crowdriff photo management with 548 rights-approved assets for user-generated content
- Three photo-shoots profiling special, curated BC wine events
- Promotion of Chef Meets BC Grape pre-release tickets
- Promotion of *Wines of British Columbia* Trip Planner application

### *Industry*

- Social Media promotion and analytics of Wine BC BootCamp & Judgment of BC
- Launch of new industry Twitter feed [@BCWineInstitute](#)
- Online promotion of BCWI Export Forum 2018
- Promotion of Wine BC 2030 webinars, townhalls and blogs
- BC Wine Industry Insight Conference digital web and social media communications



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

Platform	Audience	New Audience	(+/-) %*	(+/-) % yr. over yr.	Total Engagement / Reach	(+/-) %*	(+/-) % yr. over yr.
	18,587	+1,824	+10%	+52%	+17,090 / 23,800**	+5%	+73%
 Consumer	11,310	-101	-0.9%	+6%	+2,803 / 352,000	-21%	+2%
 Industry	1,392	+106	+8%	N/A	+396 / 32,400	100%	N/A
	7,881	+1,567	+23%	+40%	+12,255 / 34,319	+41%	+59%



\*Growth comparative Q3 to Q2 F2019  
\*\*Top reach on single post in Q3 F2019

Ashley E. Spilak - Content Marketing Manager





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