



FISCAL 2019: FOURTH QUARTERLY REVIEW

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

This 4th quarterly review covers activities that occurred during January, February and March 2019.

IN THIS ISSUE

President & CEO Message
Marketing Director Report
Media Relations Manager Report
Quarterly Sales Report
Marketing Programs Report
Marketing Events Manager Report
Content Marketing & Social Media Manager Report

President & CEO Message

Following the presentation at the BC Wine Industry Insight Conference on March 12, the BCWI is pleased to release the complete WineBC2030 Long-Term Strategic Plan (see link: WineBC2030.com).





While the official launch of WineBC2030 was in October 2018, the project truly began in October 2017 - when the BCWI board recognized the need for a long-term strategic plan that would define a clear and cohesive vision for the future for BC wine, as well as provide the road map and tools to get there.

Since then, more than 30 meetings have taken place in 12 locations province-wide, and more than 650 industry participants provided input into the plan via multiple platforms, including industry working groups with representation from each of the sub-regions in BC, local industry experts and key stakeholders. In addition, progress updates were regularly communicated to the industry, creating opportunities for interested members of the wine community to contribute.

The final Long-Term Strategic Plan for the BC wine industry is a well-constructed and synchronized strategy and action plan for all areas of the industry. It strengthens the region as a whole by acting as a guide for decision-making over the next ten years. WineBC2030 is both a high-level and visionary road map that will be the foundation for BCWI's Board of Directors in establishing measurable objectives for the BCWI's annual operational plans (see link: [BCWI Fiscal 2020 AC&M Operational Plan](#))

We look forward to continued stakeholder collaboration as we embark on the future of WineBC2030.

- Miles Prodan, President and CEO, BC Wine Institute

Marketing Director

Alberta Marketing Initiatives

In partnership with Destination BC, a Global TV Calgary Promotion ran February 25 through March 3 to kick off a flurry of BC wine activities in Alberta throughout March.



Of the 5,146 visitors to WineBC.com that week, over 40 per cent were visitors from Alberta. Part of the Global package included a vignette of Global TV Personality Deborah Matejicka visiting BC wine country to be promoted on Global TV Calgary. Watch [here](#)



Co-op Wine Spirits Beer stores held their annual month long in-store promotion that included flyer activation supported with in-store tastings of the flyer wines on the weekend of March 8 through 9, 2019.

Wines of British Columbia category supported with BC wine case displays and creative materials including backer cards, case wraps, neck tags and shelf talkers. The marketing materials encouraged Alberta residents to enjoy BC wine and start planning their next BC wine country adventure by downloading the *Wines of British Columbia* [Trip Planner App](#).

Grape Escape

Wines of British Columbia was once again invited to be the feature “Theme Wine Region” for the Spring Co-op Wine Spirits Beer Grape Escape event that took place Saturday,

March 23, 2019 in Calgary. Three BC Wine Seminars and a *Wines of British Columbia* booth provided invaluable exposure to over 2000 attendees.

YYC Food & Drink EXP

Wines of British Columbia sponsored YYC Food & Drink EXP, Calgary's new and exciting annual dining festival. YYC Food & Drink EXP featured a special restaurant program with multi-course prix fixe menus and a collection of high-end VIP dinner events and packages. This opportunity replaced Big Taste and has been developed to offer a stronger return on investment for all involved.

To further promote festivities in-region, the BC Wine Institute engaged local professional Sommelier and BC wine ambassador, Brad Royale. Posting as a "Guest-A-Gramer" on the [WineBCdotCom Instagram](#) channel, Brad covered multiple YYC Food & Drink EXP events on-sight from March 1 through 10.

Overall, 2019 March Alberta activities resulted in a strong presence on WineBC.com with Calgary ranking in the number one spot for visitors to the site. Edmonton was in the top ten landing in seventh place. BC VQA wine increased by 41 per cent overall (nine-litre cases) in March 2019 compared to the year before.

ALBERTA RED BOOK NUMBERS						
PROVINCE	CLASS	CATEGORY	SUBCATEGORY	March 2018	March 2019	March % Change
				9L CS	9L CS	9L CS
Alberta	Table	Bcvqa	Red	6763	8499	26%
Alberta	Table	Bcvqa	White	4598	6827	48%
Alberta	Table	Bcvqa	Rose	456	1169	156%
Alberta	Over 7% Sparkling	Bcvqa	Red	2	1	-50%
Alberta	Over 7% Sparkling	Bcvqa	White	41	208	407%
Alberta	Over 7% Sparkling	Bcvqa	Rose	0	0	
				11860	16704	41%

NOTE: [Chef Meets BC Grape Calgary](#) sold out in March. The event takes place May 9, 2019.

Media Relations Manager

During the fourth quarter, the *Wines of British Columbia* reached more than 14.6 million readers and viewers from January 1 through March 31 through direct and indirect media coverage, for a total value of \$272,375 in unpaid media.



This last quarter saw an exciting start to 2019 with a focus on a number of national and international media initiatives gaining worldwide exposure for *Wines of British Columbia*. These activities included: participation in the Dine Out and Dine Around food festival media launches in Vancouver, Victoria and the Okanagan Valley reaching more than 80 media and influencers throughout the province; BCWI hosted winemakers' dinner for 16 influential Canadian Culinary Championships judges; an organized in-region familiarization tour for prolific Canadian wine writer Rod Phillips and an Instagram takeover familiarization tour with Kurtis Kolt promoting winter wine touring in the Okanagan Valley. Under the Wines of Canada banner and in collaboration with the CVA, WMAO and WONS, the *Wines of British Columbia* were featured at ProWein's 25th Anniversary Show in Düsseldorf, Germany March 17 through 19.

For a full report on all ProWein initiatives, [click here](#).



The *Wines of British Columbia* engaged with four guest bloggers to contribute to WineBC.com's [Taste & Terroir](#) blog gaining 583 page views with an average time spent on page of one minutes and seven seconds.



Media coverage in total advertising equivalency this quarter decreased from the same quarter last year. This decrease was predominantly due to the sheer volume of coverage gained from the Alberta Boycott last February and March. Quality of publications were among the top in the world this quarter with *Wines of British Columbia* gaining feature stories in *Decanter*, *Yorkshire Post*, a cover story in *SIP Northwest Magazine's* spring issue and top mention in *Matador Networks' 7 most exciting places to travel to drink wine in 2019* article. International media accounted for 45 per cent of all unpaid media coverage in advertising equivalency this quarter.

MEDIA REPORT | HOSTED-MEDIA

- James Chatto, Ontario
- David Lawrason, Ontario
- Andrew Morrison, British Columbia
- Noelle Chorney, Saskatchewan
- Barbara O'Hara, Winnipeg
- Sasha Chapman, Ontario
- Gildas Meneu, Montreal

- Sid Cross, British Columbia
- Mary Bailey, Alberta
- Anne DesBrisay, Ontario
- Perry Bentley, British Columbia
- Janet Dorozynski, Ontario
- John Gilchrist, Alberta
- Emmanuel Charretier, New Brunswick
- Roary MacPherson, Newfoundland
- Rod Phillips, Ontario
- Kurtis Kolt, British Columbia

MEDIA-RELATED EVENTS

Events January through March 2019 included: Dine Out Vancouver Media Launch, Dine Around Stay in Town Okanagan, Dine Around Victoria, Canadian Culinary Championship Judges Dinner, Rod Phillips familiarization tour, Kurtis Kolt winter wine touring Instagram takeover, Kurtis Kolt Winter Wine Touring familiarization tour, ProWein Wines of Canada Pavilion, ProWein Wines of Canada Masterclass Prowein Ancillary Event.

HIGHLIGHTS IN THE NEWS

Highlights in the news January through March 2019:

The Georgia Straight | [B.C. wineries welcome winter guests](#)

Yorkshire Post | [NOT JUST ICEWINE - CANADA PLUS PLUS](#)

The Province | [Fred Lee's Social Network: Events professionals celebrate their own wizards](#)

Decanter Online | [British Columbia Wines vs World](#)

Matador Network | [The 7 most exciting places to travel to drink wine in 2019](#)

Fraiche Nutrition | [FRAÎCHE TABLE: ST. PATRICK'S DAY DINNER](#)

Sip Northwest | [Bucket list wineries to visit before you die](#)

For a list of media coverage generated January 1 through March 31, [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 Q4 can be found in the media section of [WineBC.com](#).

Laura Kittmer - Media Relations Manager

Quarterly Sales Reports



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

[JANUARY](#)

[FEBRUARY](#)

Marketing Programs Report

Dine Out & Dine Around Event Sponsorship

This quarter, BCWI sponsored three major BC food festivals.

[Dine Around Thompson Okanagan](#) featured more than 40 participating local restaurants of which 28 highlighted BC VQA wine pairings.

[Dine Around and Stay in Town Victoria](#) listed 55 participating restaurants who profiled menu pairings with over 240 BC VQA wines.

The largest event took place in Vancouver.



In 2019, [Dine Out Vancouver Festival](#) welcomed over 300 participating BC restaurants with more than 60 per cent of these offering BC VQA wines on their prix-fixe menu and more than 30 per cent listing a new BC VQA wine and/or experiencing a 30 per cent increase in BC VQA sales.

Marketing Events Manager



WineBC2030 Townhalls

In January, BCWI organized a total of six the WineBC2030 Townhalls across the province. Locations included Duncan, Langley, Penticton, Osoyoos, Kamloops and Kelowna. Close to one hundred industry stakeholders participated with Honore Comfort, Artemis Group facilitating the province-wide discussion.

“During the entire 18 month strategic planning process for the WineBC2030 project, we saw an unprecedented level of interest and engagement by members of the BC wine industry. The investment of energy and time by the vintners, winemakers, growers, and others to develop a vision for BC’s wine future was truly impressive and points to the success that they can achieve by working together.” - Honore Comfort, Artemis Group

Industry Insight Conference



On the heels of the WineBC2030 sessions, the BCWI organized the second annual BC Wine [Industry Insight Conference](#). BCWI partnered with BC Wine Authority, BC Grapegrowers’ Association and the BC Wine Grape Council to present another successful gathering for industry and members.

The sold-out conference hosted over two hundred attendees at Penticton Lakeside Resort. Experts provided insights into data research, consumer interactions between cannabis and wine, and the future of direct to consumer sales among other topics. A panel discussion focused on innovation in the BC Wine Industry also took place.

Mary Sue Maloughney, Assistant Deputy Minister and General Manager, Liquor and Cannabis Regulation Branch, Ministry of Attorney General, was the lunch keynote speaker.

The afternoon concluded with the highly anticipated presentation of the WineBC2030. Feedback post-conference was very positive with valuable suggestions for next year's conference.

Content Marketing & Social Media Manager Report

During the fourth 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.



All campaigns were executed using dynamic visuals and accompanying key messages. Throughout Q4, *Wines of British Columbia* shared **717 pieces** of social media content and **24 newsletters**.

Digital marketing activities included:

Consumer





- Digital Marketing plans and on-site promotion for Dine Around Victoria and Thompson Okanagan
- Crowdriff photo management with a total of 774 rights-approved assets
- Organic and paid promotion of [Taste & Terroir](#) blog posts
- Targeted [video campaign](#) advertising Chef Meets BC Grape events to drive ticket sales
- Promotion of *Wines of British Columbia* Trip Planner application

Industry

- BCWI [Industry Recognition Award](#) and [Award of Distinction](#) communications

- Digital communications and ticket promotion for the 2019 BC Wine Industry Insight Conference
- Digital promotion of WineBC2030 townhalls, blogs, and final report

For top posts and a summary report of Q4 social media analytics, click [here](#).

Platform	Audience	New Audience	(+/-) %*	(+/-) % yr. over yr.	Total Engagement / Reach	(+/-) %*	(+/-) % yr. over yr.
	22,446	+3,859	+17%	+45%	+19,729 / 30,000**	+13%	+35%
	11,403	+93	+1.0%	+4.2%	+2,716 / 377.5K	-3%	+91%
	1,473	+81	+6%	N/A	+963 / 91.9K	+143%	N/A
	8,715	+834	+11%	+67%	+11,626 / 34,510**	-5%	+59%



*Growth comparative Q4 to Q3 F2019
**Top reach on single post in Q4 F2019

Ashley E. Spilak - Content Marketing & Social Media Manager



[Unsubscribe](#)

Wines of British Columbia
Suite 107 - 1726 Dolphin Ave
Kelowna, British Columbia V1Y 9R9
Canada
(250) 762-9744