

*British Columbia Wine Institute*  
**2019 ANNUAL REPORT**

Savour this place



WINES OF  
BRITISH COLUMBIA

winebc.com

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## A MESSAGE FROM THE CHAIR AND PRESIDENT & CEO

Once again it is our pleasure to present the British Columbia Wine Institute Fiscal 2019 Annual Report and, in what is becoming an ongoing theme, we continue to be amazed by our industry's continued success and resiliency despite ominous headwinds that seem to forever cloud the horizon and that include ongoing trade challenges.

Arguably, these trade challenges stem from the continued growth of the Canadian wine market as was revealed in a recent Statistics Canada report that in 2017/18 overall wine sales market share in the country increased 0.4% (in BC total wine sales share grew 5%), to account for 32.4% of total alcoholic beverage sales.

No doubt it is because every province and territory reported higher wine sales that countries looking to export wine to Canada are looking to formal trade challenges and actions to better access our market.

While serious, it could be argued that these trade challenges are no more than a nuisance and distraction that bring into focus BCWI's role as our industry's marketing agency and spokes group advocating on behalf of certified 100% BC grape wine.

As you will read in the following pages, over the past year BCWI has been hard at work executing the Board approved BCWI Fiscal 2019 Advocacy, Communications and Marketing Operational Plan, of which the details and results for the various strategies and tactics are provided for review.

Wine BC 2030: British Columbia Wine Industry Long-Term Strategic Plan (Wine BC 2030) is a specific objective of the Fiscal 2019 operational plan that we want to draw specific attention to in this report. Unveiled at our annual BC Wine Industry Insight Forum in Penticton, Wine BC 2030 is the long-term strategic plan for the BC wine industry. With support from the Governments of Canada and British Columbia, over the past 18 months more than 30 meetings occurred in 12 locations province-wide. 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.

Wine BC 2030 is a well-constructed and synchronized strategy and action plan for all areas of the industry, a guide for decision-making over the next 10 years that is tailored to the strengths of the province. It serves as a dynamic model designed to guide implementation, facilitate decision-making, adapt to shifting external forces and motivate the industry to grow and change. To meet that end, the plan is both a high-level and visionary road map, as well as a detailed guide to ensure successful implementation.

We look forward to your continued collaboration and support as we embark on the future of Wine BC 2030.

Christa-Lee McWatters, Chair

Miles Prodan, President/CEO

# VISION, MISSION, CORE VALUES, VISIONARY GOALS & OBJECTIVES

## OUR VISION

*"British Columbia is recognized as one of the world's premium wine regions."*

## OUR MISSION

As the peak organization for the BC wine industry, our mission is to represent the interests of the British Columbia wineries dedicated to producing 100% British Columbia grape wines certified by the regulatory body for wine in British Columbia, through marketing, communications and advocacy of their products to all stakeholders.

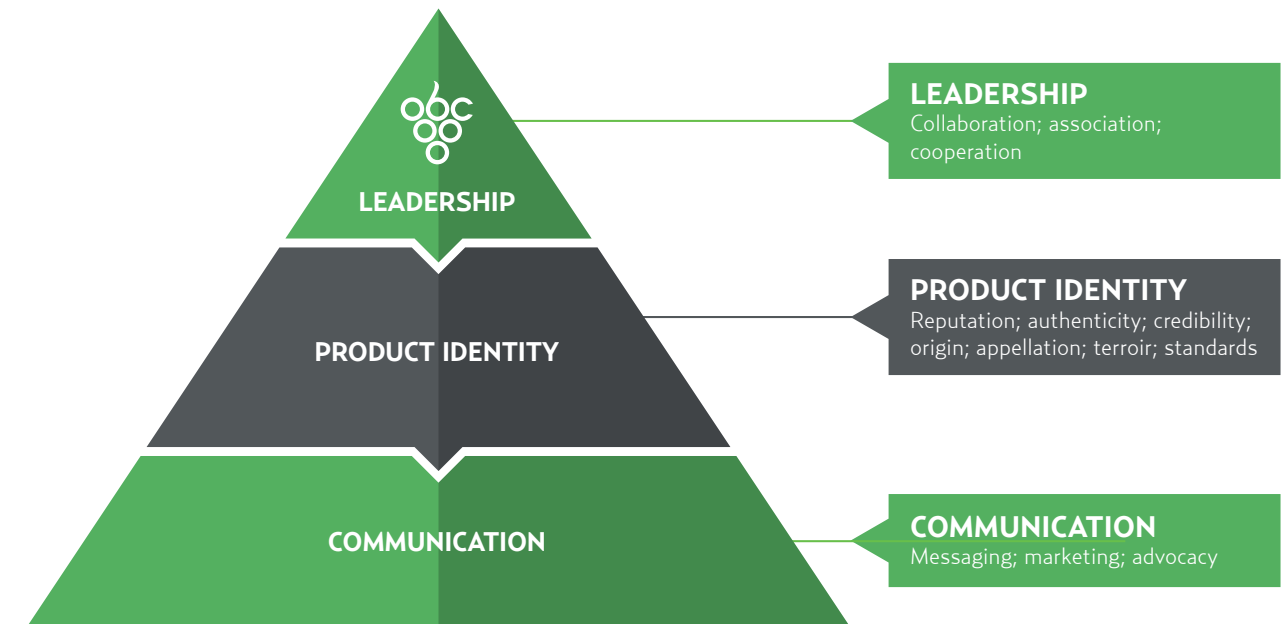
## OUR CORE VALUES

Quality, leadership, dedication and passion are reflected in all the work we do.

## OUR VISIONARY GOALS

Our visionary goals are a broader expression of how we will achieve our vision and mission.

1. All 100% British Columbia grape wineries are knowledgeable about the role and responsibilities of the BC Wine Institute in working on behalf of the BC wine industry and contributing to the success of their businesses.
2. BC Wine Institute maintains a clear, transparent process for responding to matters that have the potential to impact the BC Wine Institute and the BC wine industry.
3. BC Wine Institute supports and grows BC VQA Wine as the premium BC wine standard and ensures that certified 100% BC grape wine is the preferred wine choice of consumers.
4. BC Wine Institute ensures a premium market for all BC grape supply with benchmarks for global recognition.



## FOCUS AREAS

### Where we stand: our position on priority issues.

The BC Wine Institute continues to listen to and be shaped by members' views on priority issues and how we should respond to them. This summary of focus areas and the BC Wine Institute's position on them gives staff direction to develop and deliver targeted strategies and tactics in reaching our goals and objectives and to move forward as an industry leader in delivering our vision.



## FOCUS AREAS

**As the unified BC Wine Industry Representation and Voice:** Through collaboration amongst industry stakeholders, groups and organizations, the BC Wine Institute is the peak BC wine industry contact, source and voice in providing direction, coordination and alignment of industry and government resources and efforts including research, analysis, policy recommendations and advocacy.

**Advocate for and Continue to Support:** Policies and programs critical to the success of the BC wine industry.

**Industry Communication:** The BC Wine Institute will ensure members and stakeholders are communicated with and have access to relevant and current industry information and resources, and are knowledgeable about the purpose of the BC Wine Institute and the role and responsibilities of the Board of Directors and President & CEO in working on behalf of the BC wine industry.

**BC Wine Authority (BCWA):** The BC Wine Institute advocates for necessary updates and/or changes to provincial wine regulation to support a model that protects the BC VQA Wine standard within a registration, regulatory and audit system that covers all wineries in British Columbia.

**Brand Marketing Effectiveness:** Our brand is *Wines of British Columbia*. Our brand will be communicated through all our programs and communications.

**Maximizing the Return-on-Investment of our Program Strategies and Tactics:** The BC Wine Institute will establish and monitor measurable objectives for our programs to ensure they are effective and efficient in achieving our visionary goals.

**Market Development:** The BC Wine Institute will identify and prioritize key domestic and international markets based on a measurable return-on-investment to industry and to ensure a premium market for current production and future growth.

**BC VQA Wine Stores:** The BC Wine Institute will continue to ensure our sales channel is maximized to the benefit of the BC wine industry.

**Wine & Food Tourism Marketing:** The BC Wine Institute recognizes that destination wine and food tourism is critical to the success of BC wineries. The BC Wine Institute will take a leadership role in ensuring the *Wines of British Columbia* play an integral role and that the BC Wine Institute is the key contact of trade and media for provincial marketing and tourism initiatives.

**Our Home Market:** The BC Wine Institute will ensure that our marketing efforts are strategically aligned and mutually supportive in all sales channels within British Columbia.

## BUSINESS OBJECTIVES

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### Achieving the goals.

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These objectives are linked to and flow from the vision, mission, core values and visionary goals from which the Fiscal 2019 Advocacy, Communications and Marketing Operational Plan was developed.

#### MEMBERSHIP & INDUSTRY COMMUNICATIONS OBJECTIVES

- An outreach and communications strategy for, including evaluation and analysis of, non-member grape wineries will be established and introduced.
- An annual stakeholder communications plan will be developed and implemented.
- A BC wine industry 10-year strategic plan will be developed by a BC Wine Institute Board of Directors Task Group.

#### MARKETING OBJECTIVES

- BC VQA Wine market share will increase by more than overall wine category in British Columbia.
- Minimum weighted average wholesale price per BC VQA Wine bottle sold in British Columbia will be \$13.50.
- BC VQA Wine sales in targeted provincial markets will increase by 10%.

#### TOURISM OBJECTIVES

- By March 31, 2019, the number of BC and Alberta residents considering wine touring in British Columbia will increase by 5% over Destination BC Benchmarking August 2016 findings.
- Social media conversion and engagement will increase by 25%.
- The Net Promoter Score needle for wine touring in British Columbia will move from 27 to 32 by March 31, 2019.

#### MEDIA OBJECTIVES

- Annual media communications plan will support business objectives with a 10:1 return on unpaid media coverage.
- International media will account for 40% of unpaid media coverage in advertising equivalency.
- International and domestic media coverage will increase by 20% in advertising equivalency over Fiscal 2018.

#### INTERNATIONAL MARKETS OBJECTIVE

- BC Wine Institute-initiated international market exposure opportunities for members will increase by 15%.

#### ADVOCACY OBJECTIVES

- British Columbia and federal governments will maintain current supported programs.
- Appellation Task Group Recommendations, including mandatory certification, will be implemented.
- BC wine industry's 60 licences will be protected and the provincial government will harmonize these licences to be regulated by industry.
- Interprovincial wine barriers, with focus on Alberta, Ontario and Quebec, will be removed.

#### FINANCIAL OBJECTIVES

- Sustainable funding model with 5% annual gross revenue growth will deliver the vision of the BC Wine Institute, and approved budget guidelines and Board policy will be followed.
- Additional sources of partnership, direct or in-kind funding that represent at least 10% of the BC Wine Institute's annual marketing budget, will be identified and secured.



# MEMBERSHIP & INDUSTRY COMMUNICATIONS OBJECTIVES, EVALUATIONS & HIGHLIGHTS

## OBJECTIVE

An outreach and communications strategy for, including evaluation and analysis of, non-member grape wineries will be established and introduced.

## Evaluation

Met. BCWI developed and implemented a member and non-member scoping project to gain insights and feedback for recommendations into a long-term strategic plan for the industry. An industry-wide survey was conducted resulting in a 22% response rate: 16% from non-members and 84% from members. Proprietors made up 40% of the responses followed by senior management at 19%. Additionally, 30 townhall meetings and working groups took place province-wide, engaging more than 650 participants from all sectors of the BC wine industry to discuss, critique and provide input into BCWI's final long-term strategic plan.

## OBJECTIVE

An annual stakeholder communications plan will be developed and implemented.

## Evaluation

Met. An annual stakeholder communications plan was developed including implementation of a communications and content rolling 12-month calendar plan and four industry insight forums covering relevant stakeholder topics including export, best business practices, the 2018 vintage, and sales and advocacy. Regular meetings with regional tourism

associations were held as well as an industry-wide scoping project and the development of a long-term strategic plan.

## OBJECTIVE

A BC wine industry 10-year strategic plan will be developed by a BC Wine Institute Board of Directors Task Group.

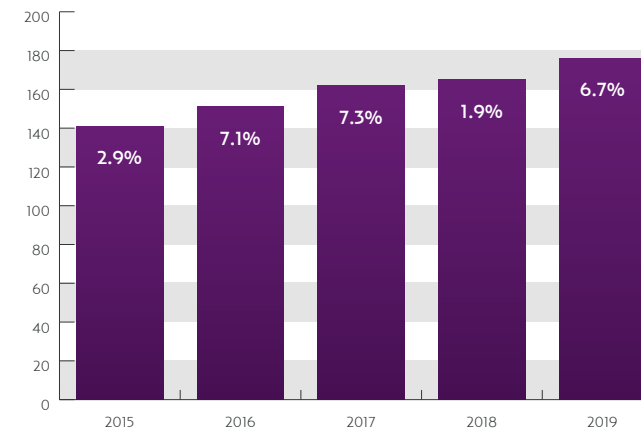
## Evaluation

Met. Presented at the BC Wine Industry Insight Conference on March 12, BCWI released the completed Wine BC 2030: British Columbia Wine Industry Long-Term Strategic Plan (located at [WineBC2030.com](http://WineBC2030.com)). BC Wine Institute partnered with The Artemis Group and O'Donnell Lane LLP to develop the plan that addresses large, overarching issues and opportunities that will shape and sustain the industry for decades and includes sound strategies that address the specific complexities of the BC wine community. The culmination of 18 months of extensive stakeholder engagement and input, Wine BC 2030 will be the foundation for BCWI's Board of Directors in establishing measurable objectives for BCWI's annual operational plans.

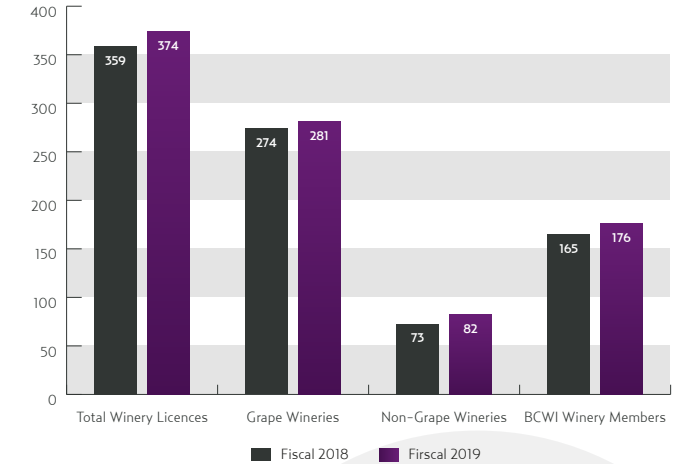
# MEMBERSHIP HIGHLIGHTS

BC Wine Institute membership grew 6.7% to 176 winery members.

BCWI MEMBERSHIP GROWTH



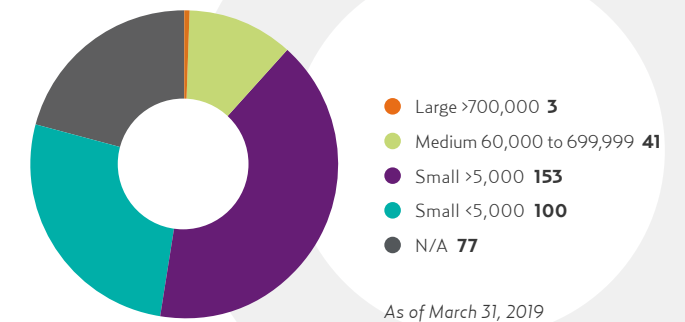
GROWTH IN BC WINERY LICENCES



## New winery members in Fiscal 2019

- Blue Grouse Estate Winery
- Cliff and Gorge Vineyards
- Kitsch Wines
- Larch Hills Winery
- Liber Farm & Winery
- Origin Wines
- Ricco Bambino Wines
- Rocky Creek Winery
- Unsworth Vineyards
- Whispering Horse Winery
- Winemaker's Cut

TOTAL WINERIES (REPORT OF LITRE SALES)



## MEMBER MEETINGS & EVENTS

Member meetings provide opportunities for members to discuss important issues and receive updates on the organization's performance and strategic plans. Other BC Wine Institute events, such as the Export Forum, the BC Wine Industry Conference, and the Annual Winemakers & Viticulturists' Forum allow members to hear from subject experts and share information.

### British Columbia Wine Institute Annual General Meeting

Held on July 10 at Delta Hotels Grand Okanagan Resort in Kelowna, 53 registrants attended and received the Fiscal 2018 Annual Report and approved the unaudited Financial Statements. All member wineries received these documents via mail.

### Export Forum 2018

Held on October 25 at the Penticton Lakeside Resort and Convention Centre, the forum provided strategic insights into target export markets, current market trends and opportunities. Presenters included: Adriana Carrillo, Assistant Manager Agrifoods, BC Ministry of Jobs, Trade and Technology; Kazia Mullin, Program Manager, Export Navigator, North Okanagan; Mark Newman, CEO, Accolade Brands Inc., California, USA; Juwan Kim, Sommelier, Hong Kong; Terry Threlfall, Buying Director Wine & Spirits, Selfridges & Co., London, UK.

### 2nd Annual BC Wine Industry Insight Forum

Held on March 12 at the Penticton Lakeside Resort and Convention Centre, BCWI hosted, together with the BC Wine Grape Council, BC Grapegrowers' Association and the BC Wine Authority, the second BC Wine Industry Insight Forum. Over a two-month period, the digital communications plan included the development of a website landing page, social media graphics, paid pushes and targeted newsletters with key messages to secure healthy registration from across the BC wine industry. Sold out and attended by 215 registrants, the conference provided the opportunity to learn about industry-related topics, issues and policies that affect business operations. The agenda included: Association Updates; How to Make Sense of Big Data for BC Wine (Cathy Huyghe); Beyond the Haze: Consumer Interactions Between Weed & Wine (Michael Rodenburgh); Transforming Wine: The Future of Wine DTC (Paul Mabray); Mary Sue Maloughney, Assistant Deputy Minister and General Manager, Liquor and Cannabis Regulation, Ministry of Attorney General; Innovation in the BC Wine Industry Panel Discussion; and Wine BC 2030: Long-Term Strategic Plan for the BC Wine Industry (Honore Comfort, The Artemis Group and Katie Canfield, O'Donnell Lane LLP).

### 12th Annual Winemakers & Viticulturists' Forum

Held on November 15 at Walnut Beach Resort in Osoyoos. This annual forum, moderated by Rhys Pender MW, brought together 75 winemakers and viticulturists to share information on the growing season and for BCWI's 2018 Vintage Report.

## INTERNATIONAL COMPETITION CONSOLIDATION PROGRAM

During calendar 2018, BCWI consolidated members' BC VQA Wine shipments for 11 international competitions: Cascadia Wine Competition; Chardonnay Du Monde; Dan Berger's International Wine Competition; Decanter Asia Wine Awards; Decanter World Wine Awards; International Wine & Spirit Competition; Los Angeles International Wine & Spirits Competition; New World International Wine Competition; Pacific Rim International Wine Competition; San Francisco International Wine Competition; and SIP Northwest: Best of the Northwest.

BCWI winery members participating in the program won 601 top accolades. This count does not include bronze or commendable winners, or the hundreds of awards won by members at other competitions not included in the International Competition Consolidation Program. For more information on recent award winners, visit [WineBC.com](http://WineBC.com).

Awards Summary	
Winery of the Year	1
Platinum	1
Best of Competition	3
Best of Class	25
Double Gold	52
Gold	164
Outstanding Silver	10
Silver	345
<b>Grand Total</b>	<b>601</b>

## INDUSTRY COMMUNICATIONS HIGHLIGHTS

### Newsletters

#### WEEKLY MARKETING UPDATE

Sent at the end of each week to members, BC agents and, when relevant, Alberta agents, this update provides information on the latest BCWI marketing opportunities and programs. Average open rate held steady at 44%.

#### WINEBC2030

To ensure thorough engagement and participation in the Wine BC 2030 townhall consultations, sharing of information and overall delivery of the long-term strategic plan, a series of newsletters were sent to BCWI membership. Average open rate was 47%.

#### CELEBRATE THE WINES OF BRITISH COLUMBIA – BC WINE INDUSTRY QUARTERLY REVIEW

A synopsis of our advocacy progress, marketing initiatives and media relations distributed to 3,135 winery, government, trade and tourism stakeholders. Average open rate was 27%.

#### THE VINE

A newsletter for consumers on everything BC VQA Wine including contests, winery events, wine festivals, wine awards, winery accolades, and wine and food recipe pairings. Nine newsletters were sent; average open rate was 33%.

#### CEO UPDATES

BCWI President & CEO, Miles Prodan, regularly distributes updates on the latest advocacy issues. Average open rate was 45%.

### Articles

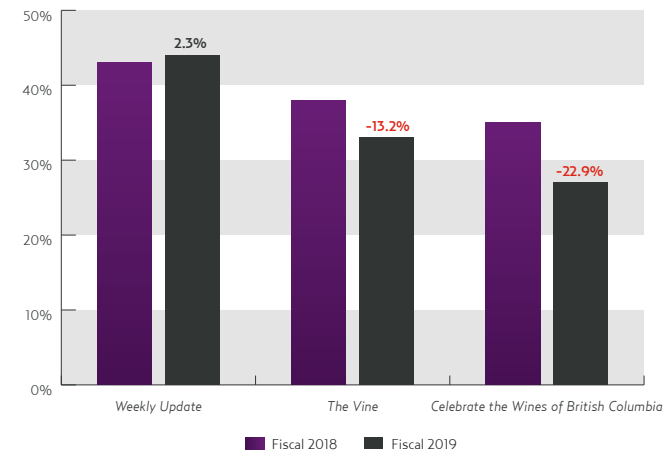
Quarterly articles were contributed to industry publications *Orchard and Vine* and *BC Business*. Topics included BC's 2017 Vintage; Best of BC Wine Country Awards; Judgment of BC; BC Wine Month; BC Wine Industry Insight Forum; and the 2018 Vintage Report.

### BCWI Collateral

BCWI produced the following publications:

- Fiscal 2018 Annual Report
- 2018 Vintage Report
- 2019 Media Kit
- Fiscal 2020 Advocacy, Communications and Marketing Operational Plan

BCWI PUBLICATIONS – OPEN RATES





# MARKETING OBJECTIVES, EVALUATIONS & HIGHLIGHTS

## OBJECTIVE

BC VQA Wine market share will increase by more than overall wine category in British Columbia.

### Evaluation

Met. At R12 ended 2019 P12 (March 2019) over 2018 P12 (March 2018), BC VQA market share in British Columbia increased 2.9% with total market growth at minus 1.5%.

## OBJECTIVE

Minimum weighted average wholesale price per BC VQA Wine bottle sold in British Columbia will be \$13.50.

### Evaluation

Met. Average retail \$20.16 per bottle sold through BC VQA Wine Stores used as a proxy measurement.

## OBJECTIVE

BC VQA Wine sales in targeted provincial markets will increase by 10%.

### Evaluation

Exceeded. At R12 ended 2019 P12 (March 2019) over 2018 P12 (March 2018), BC VQA sales in Alberta increased 13%.

## MARKETING HIGHLIGHTS

### Website Updates

In April, BCWI moved and merged [WineBC.com](http://WineBC.com) and [WineBC.org](http://WineBC.org) to a single, modern, open-sourced, content management system on WordPress. A mobile first design was prioritized to deliver visual content on any device, providing a quick, responsive, intuitive user experience. Mobile users make up 44% of traffic to [WineBC.com](http://WineBC.com) and want a mobile experience that is content-rich, with a responsive design delivering all [WineBC.com](http://WineBC.com) content in layouts that are appropriate for whichever device is being used (42% desktop and 15% tablet; April 2018 to March 2019).

Integrated throughout [WineBC.com](http://WineBC.com) are relevant content hero call out images at the top of each page; mosaic galleries using CrowdRiff, a program that sources and displays user-generated social content; and flexible building blocks to display content in easy to navigate and digestible formats.

Since launching the new website, comparing April 2018 through March 2019 year-over-year, a decreased bounce rate of more than 22% has occurred. Bounce rate is a measurement in web traffic analysis that helps determine the effectiveness of an entry page. This reduction in bounce rate supports the relevance of content provided on our new website to effectively cause visitors to view more pages and continue deeper into the website. Users, sessions, pageviews, pages per session and average session duration have all realized significant increases over the year with mobile users increasing 24%, desktop 6% and tablet 19%.

### British Columbia

#### CONSUMER-FACING PROGRAMS & SPONSORSHIPS

##### Chef Meets BC Grape

Annual Chef Meets BC Grape events were held in Vancouver, the Okanagan Valley and Calgary. Western Canada's largest consumer tasting of BC wine and food pairs our member wineries with premium restaurants in a grazing and tasting format. More than 1,000 consumers enjoyed hundreds of BC VQA wines and small plates paired from top chefs in BC and Alberta. 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.

Both Vancouver and Calgary events sold out and plans for expansion have been made for Fiscal 2020. As member wineries recognize that the Chef Meets BC Grape consumer is their target audience, participation was at maximum capacity. The series concluded in the heart of BC wine country with Chef Meets BC Grape Taste of the Okanagan. This sold out tented, festival-style outdoor extravaganza included tastings from 45 BC wineries, wine education seminars, wine and food pairings and a variety of food stations prepared by the country's top chefs, including local winery restaurant chefs.

##### April is BC Wine Month

Following the Alberta boycott of BC wine, the Province of British Columbia declared April "BC Wine Month". Provincial funding was provided to BCWI 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 was 8.02%; and BC VQA market share reached 18.33%.

Partnering with the Government of BC and Destination BC for BC Wine Month, 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 throughout the month: a 265.51% increase compared to April 2017, and an 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% and Twitter up 38%. The #BCWineMonth hashtag earned 106,800 engagements 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*.

### Search Near, Not Far

With the announcement of four new Geographical Indications (GIs) and one new sub-GI, BCWI 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 and learn about each BC wine region, including the four new regions: Lillooet, Thompson Valley, Shuswap and the Kootenays. Each was profiled for one week on [WineBC.com](#) and across social media channels. With two core messages, the first centred on a website contest landing page encouraging consumers to Search and Savour BC wine. The contest landing page offered an educational component to familiarize visitors with the GIs and included a consumer newsletter sign up to help build BCWI's consumer database. The second message was the overarching brand message emphasizing that BC VQA (GI) is their assurance the product is 100% local to the region on the label. The rollout of the campaign was coordinated throughout the province and included a range of tactics including an active story-telling Instagram-focused component.

The campaign's objective helped to expand engagement and audience specific to *Wines of British Columbia* Instagram channel. Running October 15 through December 17, the

nine-week campaign reached 471,242 and earned 19,380 engagements on Instagram. *Wines of British Columbia's* Instagram audience grew 21% with paid Instagram stories providing the most substantial return-on-investment.

*Vancouver Magazine*, *Western Living* and *Gismond on Wine* were engaged to increase awareness, reach and contest engagement. Through leveraging these media partnerships and other media relations tactics the campaign resulted in 22 articles reaching more than 13 million readers for a total advertising value of \$133,791 in earned media coverage.

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

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 BC.

### Dine Out & Dine Around Events Sponsorship

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 & Stay in Town Victoria listed 55 participating restaurants that profiled menu pairings with more than 240 BC VQA Wines. The Dine Out Vancouver Festival welcomed more than 300 participating restaurants with more than 60% of these offering BC VQA Wine on their *prix fixe* menu and more than 30% listing a new BC VQA Wine and/or experiencing a 30% increase in BC VQA sales.

## EDUCATION

### BCWI Wines of British Columbia Ambassador Program

In April and May, 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. Three hundred 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 Wine & Spirit Education Trust classes.

### Ambassador Programs Featured at Colour and Discover BC VQA Fall Release Tastings

For the first time, BCWI presented the Level 1 Ambassador Program before the annual fall trade events. The addition of the *Wines of British Columbia* Ambassador Program made attendance more attractive and convenient. Vancouver recorded 40 attendees with an extensive wait list and Calgary welcomed 35 attendees. Co-locating the education program and trade tastings improved the efficiency of the program delivery, as wines and personnel were already engaged and at the venue. Moving forward, offerings of the program alongside trade tasting events including Bloom, Colour and Discover will continue to be explored and grown.

## EDUCATION FAMILIARIZATION (FAM) TOURS

### Wine BC BootCamp

In October, BCWI held the second Wine BC BootCamp and Pre-FAM tour. Twenty-eight top industry professionals attended from BC, Alberta, Manitoba, Seattle, Hong Kong, China and London, England and networked with top BC wine professionals including masters of wine, master sommeliers, winemakers, viticulturists, wine educators and local chefs. The bootcamp provided participants the opportunity to increase their knowledge and develop their BC palates as they participated in tastings, panel discussions, masterclasses,

interactive wine and food pairings and received keynote presentations focusing on the history, progress and future of BC's wine industry.

*"The evolution of the BC wine industry has been extraordinary, the wines showing a real sense of place."*

#### TERRY THRELFALL

Buying Director, Wine & Spirits  
Selfridges & Co., London, UK

The agenda included: Soils and Geology; Digging Deep; BC Wines' Ageability; BC in the Wine World; BC's Super 'Natural' Wines; and more. Three BC winery associations hosted the attendees for regional-themed experiences on the Lakeshore Wine Route, Naramata Bench and in the Similkameen Valley. The final evening featured the BC Best Pairings Dinner where attendees and special guest chefs created dishes using local ingredients paired with BC VQA Wine competing for the coveted Best BC Pairing.

*"Of the hundred or so media/buyer trips I've been on over the years this was easily one of the most well organized."*

#### GEOFF LAST

Bin 905, *The Calgary Herald*, *City Palate Magazine*

### BC Liquor Store BC VQA Advocate Learning Experience

BCWI worked with the BC Liquor Stores marketing team to create its annual BC VQA Advocate Learning Experience. The group of 35 BC Liquor Stores staff from across the province included 27 BC VQA Wine advocates and five product consultants, together with portfolio manager Stephen Schiedel and two regional managers.

## TRADE TASTINGS

### Bloom BC VQA Spring Release Tastings

Held once again in Victoria and Vancouver, the spring tastings gave BC wineries the opportunity to showcase their spring releases to local trade and media. In Victoria, 68 wineries poured for more than 150 attendees. The Vancouver event had 94 wineries participate drawing 460 attendees. In response to our attendee survey, 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, and 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.

### Colour BC VQA Fall Release Tasting

Held in September, the fall tasting at the JW Marriott Parq Vancouver featured 70 wineries showcasing their BC VQA Wine releases to more than 500 trade and media. Nearly 70% of attendees said they developed new business relationships as a result of attending and more than 65% saying they were likely or very likely to list new products.

*“Congrats on another excellent event. Some stellar vinos showing so well - the 2017 whites, and many 2014 and 2015 reds! We have some wonderful people working in our industry, don't we?!”*

**TY PHILIPS**  
BC Liquor Stores

## Alberta

### CONSUMER-FACING PROMOTIONS & SPONSORSHIPS

#### Search Near, Not Far

Alberta was part of our nine week fall campaign *Search Near, Not Far* to promote tourism in the shoulder seasons. The campaign ran in both BC and Alberta with a trip to be won in each province. *Global TV Calgary* was engaged to increase awareness, reach and contest entries during the week of November 11. Alberta residents represented 65% of the contest entries received that week.

The campaign kicked off a flurry of BC wine activities in Alberta throughout March. Of the 5,146 visitors to [WineBC.com](http://WineBC.com) more than 40% were from Alberta in the first week of the campaign. Part of the *Global* package included a promoted vignette of *Global TV* personality Deborah Matejicka visiting BC wine country.

#### Grape Escape

*Wines of British Columbia* was invited to be the feature theme wine region for both the Fall 2018 and Spring 2019 Co-op Wine Spirits Beer Grape Escape events in Calgary. BC wine seminars and a *Wines of British Columbia* booth provided invaluable exposure to more than 6,500 attendees over three evenings.

#### YYC Food & Drink EXP

*Wines of British Columbia* sponsored YYC Food & Drink EXP, Calgary's new and exciting annual dining festival. The festival 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. To further promote festivities in-region, BCWI engaged local sommelier and BC wine ambassador, Brad Royale. Posting as a "Guest-A-Gramer" on the *Wines of British Columbia* Instagram channel, Brad covered multiple YYC Food & Drink EXP events on-site from March 1 through 10.

### Chef Meets BC Grape Calgary

The 2nd annual Chef Meets BC Grape Calgary sold-out with 27 BC wineries, 12 top Calgary restaurants and more than 350 attendees and key media in attendance. This event follows the afternoon trade program, Discover BC VQA Spring Release Tasting and supports our BC wine and food tourism focus in partnership with Destination BC.

### TRADE PROGRAMS

#### Co-op Wine Spirits Beer

The annual month long in-store promotion included flyer activation supported with in-store tastings. The *Wines of British Columbia* category was 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.

#### Discover BC VQA Spring & Fall Release Tastings

Held in May and September in Calgary, the tastings provide BC wineries the opportunity to showcase their newly released BC VQA Wine to local trade and media. At both events, winery representatives hosted close to 90 trade and media. In our follow up survey, 66% of attendees said they developed new business relationships as a result of attending, with nearly 60% saying they were likely or very likely to list new products.

# TOURISM OBJECTIVES, EVALUATIONS & HIGHLIGHTS

## OBJECTIVE

By March 31, 2019, the number of BC and Alberta residents considering wine touring in British Columbia will increase by 5% over Destination BC Benchmarking August 2016 findings.

### Evaluation

Exceeded. Intent to visit on a 10-point scale increased from 6.1 to 6.9, a 13% increase. Given that the research was conducted on the general population, the intent to visit is very high.

## OBJECTIVE

Social media conversion and engagement will increase by 25%.

### Evaluation

Exceeded. Social media growth and engagement levels in many cases exceeded expectations with positive and healthy dialogue on BC wine and visitation to BC wine country. Engagement on Instagram increased 134%; 75% on Facebook; and 3% on Twitter. Audiences increased across all social media channels, the largest being Instagram which grew 67%. A strong BC wine tourism narrative focused on supporting local wine sales and attracting consumers' attention with branded visuals and short inspiring video optimized primarily for smartphones.

## OBJECTIVE

The Net Promoter Score needle for wine touring in British Columbia will move from 27 to 32 by March 31, 2019.

### Evaluation

Not Met. Intent to visit increased with Net Promoter Score (NPS) remaining constant in an environment of flooding and fires in 2018. Wine tourism ratings improved in 2018 with 85% providing a rating of good or excellent, compared to 80% in 2016. The NPS for wine touring held steady at 27 from 2016 to 2018.

## TOURISM HIGHLIGHTS

### Wine & Food Tourism Strategy

#### INITIATIVES

##### Digital Campaign Increases Trip Planner App Downloads 175%

From August 5 through September 11, BCWI ran a digital Facebook campaign designed to drive the adoption of the Trip Planner app. The app allows users to plan their trips to BC wine country and works in conjunction with the website [Explore.WineBC.com](http://Explore.WineBC.com). Results for both app downloads and website visits soared during this time with a 175% increase over the previous month. Web page visits increased to more than 10,000-page views to the Trip Planner home page. In all, visits to the *Wines of British Columbia* Trip Planner web pages accounted for more than 30% of all web visits during this time.

#### RESEARCH

##### 2018 Benchmark Survey

A benchmarking survey was commissioned to measure changes in attitudes and behaviours among wine tourists from the Lower Mainland and Alberta between 2016 and 2018.

#### BENCHMARKING SURVEY RESULTS

	2016	2018
Experience (% Good or Excellent)	80%	85%
Net Promoter Score	+27	+27
Intent to visit (10-Point Scale)	6.1	6.9

*\*Note: given that the research was conducted on the general population, the intent to visit is very high.*

#### Demographics

- Wine touring declines as people enter years with young children (beginning at age 35) and then increases again as children age and leave home (ages 55+).

#### Net Promoter Score

- The NPS for wine touring held steady at 27 from 2016 to 2018. Measured for the first time in 2018, the dining and culinary touring NPS is 14.
- Looking at the NPS across regions, the Okanagan, Similkameen Valley and Kootenay Rockies have the same NPS, and the highest.

#### Experience

- Wine tourism ratings improved in 2018 with 85% providing a rating of good or excellent, compared to 80% in 2016.
- Tourists from both BC and Alberta reported being more likely to go wine touring in the future in 2018 than they did in 2016.

#### Food & Wine Trip Planning Focus Groups

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. Learnings confirmed the understanding that water is an important part of the appeal of wine touring in BC. Visitors appreciate our stunning views of vineyards and water (lakes, rivers and 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.

## Micro-Influencer Opportunities

In November, qualitative and quantitative research was commissioned to understand recent visitors and micro-influencer behaviours both on social media and in general, while uncovering opportunities for further visitor engagement, increased social media sharing and more overall influencer behavior. A micro-influencer is a customer or fan that shares about a brand or region on social media and has less than 10,000 followers.

## A Shared Experience

- Trips to BC wine regions provide amazing experiences worth sharing with others. The weather, wineries and variety of wine all draw visitors to the region. However, the key draw for most is people, the loved ones they shared the experience with and the locals they met and visited.
- Visitors come to see locals, be locals and spend quality time with loved ones. Wine regions are seen as being best toured with loved ones and local insiders.

## Sharing Insights

The majority of post sentiment is positive. Most sharing occurs over the summer months, starting in April and building until September. The majority of sharing is done through visuals on Instagram, either through real-time shares or after the trip to showcase highlights.

## Top Five Common Topics

- Vineyards and the overall landscape.
- People (groups and solo travelers).
- Winery infrastructure, architecture and décor.
- Wine bottles and glasses.
- All of the above together (a group of travelers amongst the backdrop of a winery with a glass of wine in hand).

## Five Influencer Audiences Identified

- Experiencers: untapped influencers and a primary target. These are the champions of advocacy and wine discovery.
- Locals: untapped influencers and a secondary target. Locals share more about tourism in general and their favourite local spots and activities.
- Wine enthusiasts: key influencers and a niche target.
- Foodies: untapped influencers and a niche target.
- Industry: sources of authority and information.



# MEDIA OBJECTIVES, EVALUATIONS & HIGHLIGHTS

## OBJECTIVE

Annual media communications plan will support business objectives with a 10:1 return on unpaid media coverage.

### Evaluation

Exceeded. A combination of indirect and direct media coverage generated through BCWI press releases, hosted and assisted media tours, events, influencer engagement, story pitches, leveraging media partners and other media relations activities exceeded this objective resulting in an advertising equivalency value of \$2.8 million and reached more than 225 million people worldwide online, in print and through broadcast media.

## OBJECTIVE

International media will account for 40% of unpaid media coverage in advertising equivalency.

### Evaluation

Met. International media coverage increased 27% over Fiscal 2018, from \$665,000 to generating more than \$850,000 in advertising equivalency, making up 37% of all unpaid media coverage.

## OBJECTIVE

International and domestic media coverage will increase by 20% in advertising equivalency over Fiscal 2018.

### Evaluation

Met. Total advertising equivalency generated by international and domestic media coverage increased 21% over Fiscal 2018, from \$2.3 million to \$2.8 million. Traditional media coverage generated \$2.3 million with new media generating an additional \$541,000 through influencer engagement and social media exposure as measured by Klear influential marketing tool.

## MEDIA HIGHLIGHTS

### Media FAM Tours

BCWI-led media trips and collaborative media tours with partners including Destination BC, Destination Canada, Tourism Kelowna, Thompson Okanagan Tourism Association and regional winery associations continued to raise the profile of the *Wines of British Columbia* in key markets.

BCWI hosted or co-hosted 13 media FAM tours for 91 media influencers, resulting in articles in top publications including *Yorkshire Post UK*, *Decanter Magazine*, *Matador Network*, *ChefsFeed*, *The Food Network* and *SIP Northwest*.

### Influencer Program

BCWI partnered with 38 micro- and macro-influencers for hosted FAM tours, campaigns and events in support of BCWI marketing campaigns and programs resulting in \$541,000 in unpaid social media content reaching more than 1.3 million followers, as measured by Klear influencer marketing tool.

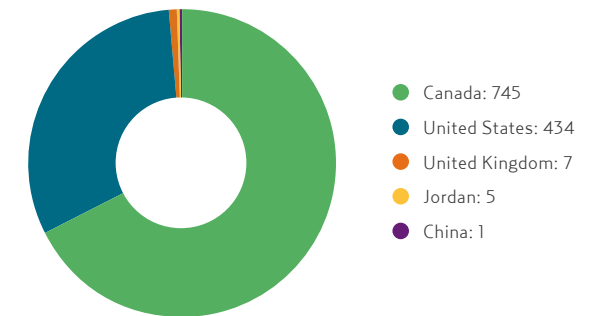
BCWI developed and implemented an influencer marketing program with developed key messaging to focus media strategies on targeting both traditional and new media. BCWI identified 38 wine, food, travel and lifestyle influencers to deliver and promote key messages to drive awareness of the *Wines of British Columbia* and BCWI member wineries through social media. Micro-influencers included, among others, *Gismondi on Wine*, Laura Starr, *Silk + Coupe*, Sonia Sunger and Kurtis Kolt. Macro-influencers included *Fraiche Nutrition*, *TeamChomp*, Chef Ravi Kapur, Alex Anderson, Krystin Tysire, Claire Newell and *Vancouver Is Awesome*.

In addition, BCWI engaged with 31 media influencers to create content and articles for [WineBC.com Taste & Terroir](#) blog.

CIRCULATION (TOP 10 COUNTRIES)

Country	Circulation	Advertising Equivalency \$
Canada	155,878,332	1,444,506
United States	62,412,662	776,784
United Kingdom	5,582,227	51,636
Jordan	255,199	6,640
Mexico	117,005	1,082
China	108,343	10,022
France	40,636	3,499
Croatia	5,370	497
India	2,162	\$200
Spain	1,372	\$13

NUMBER OF ARTICLES (FROM TOP 5 COUNTRIES)



## MEDIA EVENTS

### Canada Media Marketplace

As part of Team BC, 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 influential US media. Targeted key messages were developed for and pitched to 26 drink, travel and lifestyle media during one-on-one appointments resulting in three journalists participating in BCWI media FAMs. 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.

### Chef Collaborative Winemakers' Dinner at Michael Mina Restaurant

To maximize exposure in the marketplace, BCWI partnered with Tourism Kelowna, Destination BC and Destination Canada and six BCWI member wineries to present a chef collaborative BC VQA Wine paired dinner for media and trade at Michael Mina Restaurant in San Francisco. Emceed by Rhys Pender MW, BCWI hosted 21 prominent media from top US wine, food and travel publications including *AFAR Magazine*, *Eater Seattle*, *Food + Wine Magazine*, *Wine Enthusiast*, *San Francisco Chronicle*, *USA Today*, *Conde Naste*, and *The Tasting Panel Magazine*. US importer VJ Gandhi of Kascadia Wine Merchants also attended.

### A Chef's Playground Influencer Co-op Program with ChefsFeed

In collaboration with Tourism Kelowna and Destination Canada, BCWI partnered with *ChefsFeed* influencer Chef Ravi Kapur of LihoLiho Yacht Club in San Francisco, on a three-day FAM tour in the Okanagan Valley to promote and showcase BC wine country. Video, editorial and social

media content was created and promoted on *ChefsFeed* from August 10 through September 21 resulting in 828,000 video views, an editorial reach of 750,000 and social media reach of more than 1.17 million impressions with 6,700 engagements.

### Vintage 2017 Media Preview

BCWI hosted three Vintage Media Preview seminars reaching more than 85 key trade and media in Vancouver and, for the first time, in Victoria and Calgary. Moderated by Barbara Philip MW (Vancouver), Treve Ring (Victoria) and Rhys Pender MW (Calgary), the seminars included a panel of six BCWI member winery winemakers to discuss and provide an in-depth review and tasting of the 2017 vintage from BC's diverse growing regions. Attendees included key influencers John Schreiner, Sid Cross, Neal McLennan, Michaela Morris, Tim Pawsey, Tom Firth, Brad Royale and Darren Oleksyn; wine buyers from Sobeys Liquor, Vine Styles, Bin 905, Vessel Liquor and *Wines of British Columbia Save-On Foods*; plus numerous top restaurants such as 10 Acres, Botanist, the Acorn, the Arbor, Blue Water Café, the Vancouver Club, Chambar, Viji's, AnnaLena and Earls Kitchen + Bar.

### 4th Annual Judgment of BC

On October 24, BCWI hosted its fourth annual Judgment of BC in Kelowna. Curated and moderated by DJ Kearney, a judging panel of 39 top wine palates from across the country and internationally scored the wines. Judges included Rhys Pender MW, Isa Bal MS and James Tidwell MS, plus other internationally-acclaimed wine influencers including Christine Austin, VJ Gandhi, Meg Houston-Maker and Terry Threlfall.

The Judgment of BC was a blind tasting of 12 sparkling wines and 12 Bordeaux-style red blends; six from BC and six international benchmarks. Both categories fared well with BC's Poplar Grove Winery The Legacy 2014 BC VQA Okanagan Valley ranked first with BC's Laughing Stock

Vineyards Portfolio BC VQA Okanagan Valley 2015 close behind in second place. Roederer Estate Brut NV from Anderson Valley, California came out on top for the flight of traditional method sparkling wines with BC placing fourth, fifth and sixth. The Judgment of BC generated 90 articles, reaching six million readers for an estimated ad value of more than \$119,000 including an article in *Decanter Magazine* written by Michaela Morris.

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

**CHRISTIAN AUSTIN**  
British Wine Writer  
Yorkshire Post

### Chef Meets BC Grape Taste of the Okanagan

BCWI leveraged media efforts around the second annual Chef Meets BC Grape Taste of the Okanagan events through a hosted media FAM tour, media releases, interviews, partnerships and social media posts resulting in 19 articles, stories and broadcasts generating \$140,700 in unpaid media coverage and reaching more than 13 million readers. Exposure was gained in media outlets including *The Food Network*, *Global News*, *ChefsFeed*, *Foodista*, *Sip Northwest* and a top mention in *Matador Network* naming Chef Meets BC Grape among the seven best wine festivals to attend.

### Dine Out Vancouver Media Launch

BCWI once again partnered with Tourism Vancouver to sponsor the official media launch of Dine Out Vancouver on January 10 at D/6 Bar and Lounge Parq Vancouver. Celebrating Dine Out Vancouver's 17th anniversary, six member wineries poured and showcased BC VQA Wine from four of BC's wine regions to an audience of 60 wine, food and lifestyle media. Key wine and food influencers included Nathan Fong, Mijune Pak, Tim Pawsey, Joanne Sasvari, Terry David Mulligan and many more.

### Media Insight Discussion Panel Forum

Prior to our Colour BC VQA Fall Release Tasting in Vancouver, BCWI facilitated its first Media Insight Discussion Panel Forum moderated and led by Barbara Philip MW. Panelists included expert wine critics Rhys Pender MW, Dr. Janet Dorozynski, DJ Kearney, Kurtis Kolt and Michaela Morris as they discussed which varieties and styles they believe BC should focus on as we continue to build a reputation as a competitive wine producing region within the global market. The forum was attended by 42 wineries and the discussion was video recorded and made available to member wineries on the *Wines of British Columbia* YouTube channel.

### Fall Release Media Tastings

As part of our Colour and Discover BC VQA Fall Release Tastings, BCWI hosted a media seminar in Vancouver and an intimate media lunch in Calgary. The focus of these tastings was introducing the new GIs and sub-GIs of BC, reaching 47 key Vancouver and Calgary based media, sommeliers, wine directors and buyers.



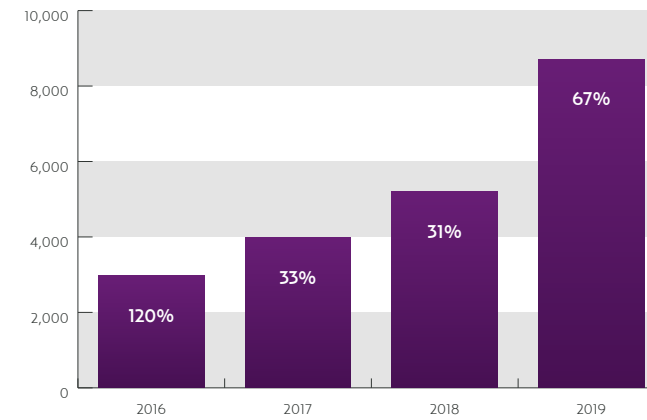
## SOCIAL MEDIA HIGHLIGHTS

Reach increased across all social channels with the notable growth on the *Wines of British Columbia* Instagram channel. Healthy engagement resulted in increased education and brand awareness. The launch of a second Twitter channel in November further broadened digital communications by sharing resources and information to membership, trade and industry. Sentiment remained positive across all social media channels.

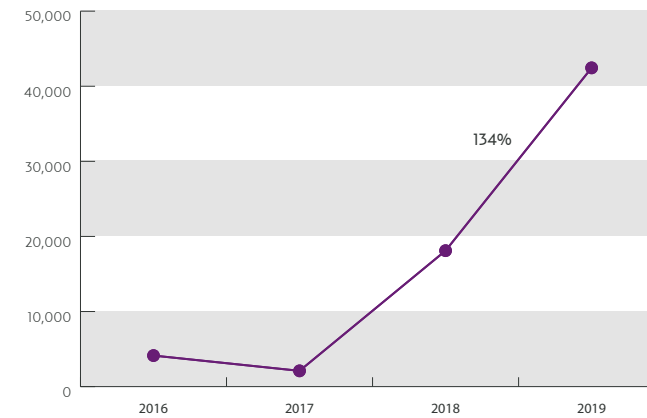
### Instagram

Followers increased 67% from 5,205 to 8,715. Posts received 42,449 engagements including 41,929 likes and 1,520 comments. Engagement increased 134%.

INSTAGRAM AUDIENCE



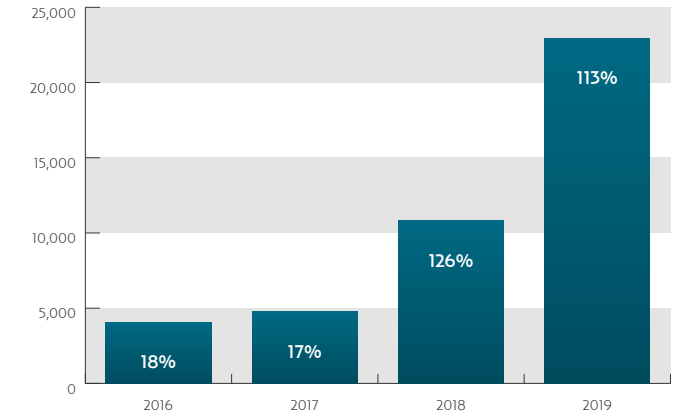
INSTAGRAM ENGAGEMENT



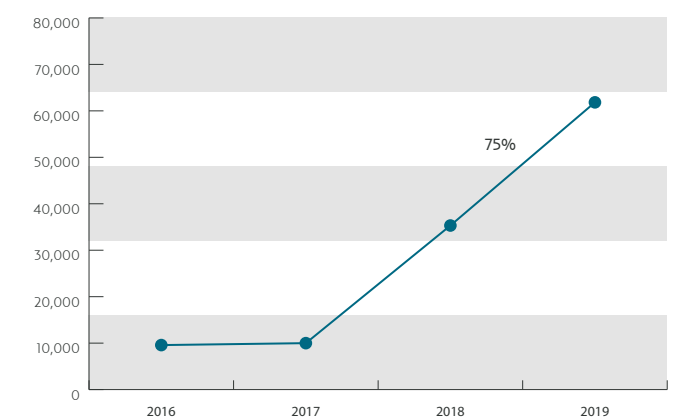
### Facebook

Followers increased 113% from 10,799 to 21,361. Posts received 61,832 engagements including 49,173 reactions, 7,098 shares, and 5,561 comments. Engagement increased 75%.

FACEBOOK AUDIENCE



FACEBOOK ENGAGEMENT

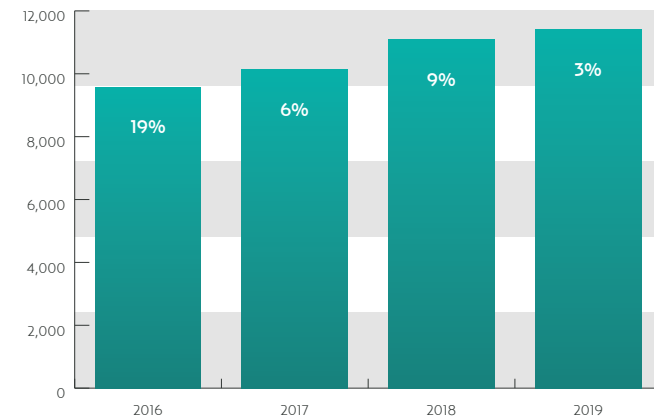




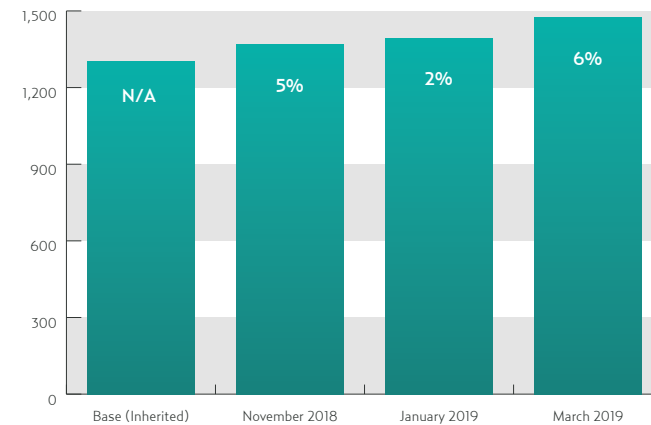
## Twitter

Followers to the *Wines of British Columbia* consumer-focused Twitter channel increased 3% from 11,097 to 11,403. Tweets received 14,573 engagements and 1,734,000 impressions. Engagement increased 17%. In November, the former BC VQA Wine Stores Twitter channel was re-branded and launched as the *Wines of British Columbia* trade- and industry-focused channel. Followers quickly increased 13% from 1,302 inherited to 1,473. Trade and industry tweets received 847 new engagements and earned 123,000 impressions.

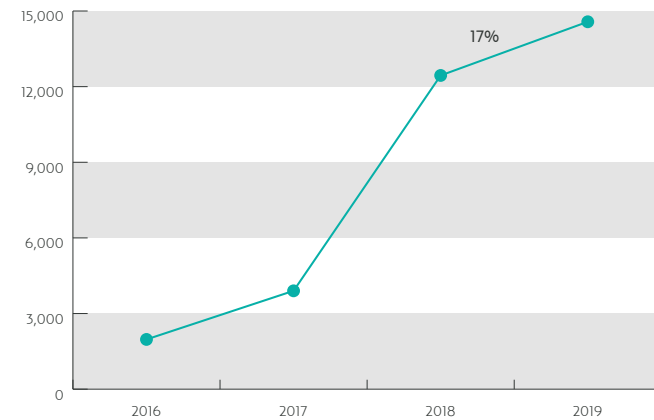
TWITTER CONSUMER AUDIENCE



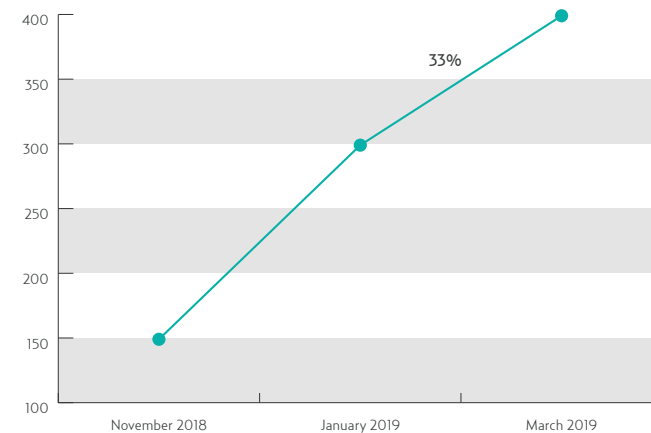
TWITTER TRADE & INDUSTRY AUDIENCE



TWITTER CONSUMER ENGAGEMENT



TWITTER TRADE & INDUSTRY ENGAGEMENT



## Social Media Campaigns

### BEST OF BC WINE COUNTRY AWARDS 2018

The second annual Best of BC Wine Country Awards ran from July 23 through August 17. Food blogger and social media influencer Tori Wesszer of *Fraiche Nutrition* helped to increase awareness of the competition. Analytics for the awards was divided into two parts: promotion of the Best of BC Wine Country voting survey and the promotion of Best of BC Wine Country winners. The campaign earned 4,824 landing page visits with 8,399 link clicks to the voting survey. Total campaign impressions were 1.24 million with engagement measured at 26,754.

### SEARCH NEAR, NOT FAR

The objectives were to educate consumers on BC's nine wine regions and to expand engagement and audience specific to the *Wines of British Columbia* Instagram channel. Running October 15 through December 17, the nine-week campaign reached 471,242 and earned 19,380 engagements on Instagram. Instagram audience grew 21% with paid Instagram stories providing the strongest return-on-investment.

### DINE OUT & DINE AROUND

The goal was to increase local consumer awareness and participation in Buy BC and Eat Drink Local government initiatives. Once again, the *Wines of British Columbia* sponsored Dine Out Vancouver, Dine Around & Stay in Town Victoria and Dine Around Thompson Okanagan. From January 16 through February 10, 52 posts reached 60,392.

### CHEF MEETS BC GRAPE

The campaign's focus was to promote BC wine and food tourism to British Columbians and Albertans. Together, three Chef Meets BC Grape events earned 272,908 impressions on Facebook and Instagram. A total of 21 Instagram stories accounted for 5,703 views. On Twitter, Chef Meets BC Grape campaigns earned more than 400,000 impressions. Notably, in Calgary 117 tweets and 68 Instagram posts or stories were posted in one day, and a live Tint Up wall earned 561,000 impressions.

# INTERNATIONAL MARKETS OBJECTIVE, EVALUATION & HIGHLIGHTS

## OBJECTIVE

BC Wine Institute-initiated international market exposure opportunities for members will increase by 15%.

## Evaluation

Met. Key activities aligning with export markets identified within the *Wines of British Columbia* Export Strategy, created under the Export Task Group's insight and direction, were maintained and grown.

## INTERNATIONAL MARKETS HIGHLIGHTS

### Taste Canada UK 2018

The Taste Canada UK 2018 trade and media tasting was held at Canada House in London on May 18. The event brought together 37 producers from four provinces (BC, Ontario, Nova Scotia and Quebec), of which 19 were from BC. As with past years, the event was a collaborative effort organized by the High Commission in London and Global Affairs Canada with financial and in-kind support from BCWI, Wine Marketing Association of Ontario (WMAO) and the Province of Quebec. The tasting attracted an audience of 174 trade and media including key influencers such as Richard Hemming from *JancisRobinson* and Steven Spurrier from *Decanter*; buyers from influential specialty retailers Berry Brothers and Rudd, The Wine Society and Bibendum; as well as numerous hotels and top restaurants such as Pollen Street Social, Vinoteca and Coq d'Argent.

In addition to the main tasting, a wine masterclass, attended by 20 local buyers, sommeliers, wine trade and media, focused on Chardonnay and Riesling from BC, Ontario and Nova Scotia. Feedback was positive from winery participants and attendees. There were 29 social media mentions reaching 31,569 followers on Instagram and Twitter along with strong media coverage including an article in *The Buyer*.

### ProWein

Under the Wines of Canada banner, the *Wines of British Columbia* were featured at ProWein's 25th Anniversary Show in Düsseldorf, Germany March 17 through 19. ProWein, arguably the most important trade fair for wine in the world, welcomed a record attendance of 61,500 visitors from 142 countries and 6,900 exhibitors, including 26 Canadian producers from BC, Ontario and Nova Scotia, of which 10 were from BC.

In addition to the feature of *Wines of British Columbia* the Wines of Canada pavilion, Dr. Janet Dorozynski and Rhys Pender MW facilitated an over-subscribed Wines of Canada masterclass for more than 60 savvy wine buyers and media. The masterclass was a discovery of Canada's Pinot Noir during which attendees tasted four Pinot Noirs from each of Canada's three prominent wine regions to gain an understanding of the depth and breadth of Pinot Noir styles from each of these distinct wine regions. Each day, Dr. Jamie Goode hosted a mini-tasting at the Wines of Canada pavilion providing an added opportunity for key buyers and media to taste our terroir-driven wines and discover why Canadian wines are catching the world's attention.

### Taste Canada ProWein Ancillary Trade and Media Tasting

To coincide with ProWein, Global Affairs Canada and the Canadian Embassy in Düsseldorf, in collaboration with industry partners BCWI, WMAO, Taste of Nova Scotia and Wines of Nova Scotia, organized an ancillary trade and media tasting on March 15 at The Cooking School in Düsseldorf. The goal was to further highlight high quality Canadian wine to an audience of top sommeliers, trade, media and buyers in town for ProWein and drive interest and awareness to the Wines of Canada pavilion during the tradeshow.

The tasting attracted 110 qualified sommeliers, media, trade, importers, wine educators and buyers from international markets including influencers Jamie Goode; *Sparkling Wines*; James Tidwell MS; Madeleine Stenwreth MW, President of the Norwegian Sommelier Association; the sommelier team from *TexSom* and many more.

### Canadian Wine Certification Course in Hong Kong

The Trade Commissioner Service of Global Affairs Canada, in collaboration with industry partners BCWI, WMAO, Taste of Nova Scotia and Wines of Nova Scotia presented the first Canadian Wine Certification Course in Hong Kong on November 20. This was a follow up to the Canadian Wine Sommelier Championship of Greater China that occurred in Fiscal 2018.

Nineteen qualified in-service sommeliers and wine educators from Hong Kong, Guangzhou and Shanghai attended the intensive day-long course. Candidates wrote the written certification exam with a passing rate of 58%. Fifty-six wines, including sparkling, white, red and Icewine, from mostly small to mid-sized wineries in British Columbia, Nova Scotia and Ontario were showcased and tasted.

To coincide with the course, BCWI and WMAO organized a trade and media tasting attracting 50 attendees, and a wine paired lunch for 29 guests on November 21 at Restaurant Petrus – Island Shangri-La, Hong Kong to further highlight high quality Canadian wine to an audience of top sommeliers, trade, media and buyers in Hong Kong and the region.

# ADVOCACY OBJECTIVES, EVALUATIONS & HIGHLIGHTS

## OBJECTIVE

British Columbia and federal governments will maintain current supported programs.

## Evaluation

Met. BCWI continues to defend and safeguard BC wine industry interests as the recognized industry stakeholder representative in both provincial and federal discussions and negotiations with respect to US and Australia World Trade Organization (WTO) challenges. To date, none of the contested measures (e.g. direct delivery, federal excise tax exemption, etc.) have been disrupted and remain in support of our industry.

## OBJECTIVE

Appellation Task Group Recommendations, including mandatory certification, will be implemented.

## Evaluation

In progress. BCWI continues to work and advise the BC Ministry of Agriculture regarding the required regulatory changes to the Province's Wines of Marked Quality Regulation in order to finalize these changes following recommendations made in 2016 by the industry-led BC Wine Appellation Task Group representing the interests of all 100% BC wine producers.

## OBJECTIVE

BC wine industry's 60 licences will be protected and the provincial government will harmonize these licences to be regulated by industry.

## Evaluation

In progress. BCWI was successful in safeguarding industry's BC VQA Wine Store licences during the North American Free Trade Agreement (NAFTA)/United States-Mexico-Canada Agreement (USMCA) negotiations that resulted in the licences continuing to be grandfathered in their purpose of supporting the BC wine industry.

## OBJECTIVE

Interprovincial wine barriers, with focus on Alberta, Ontario and Quebec, will be removed.

## Evaluation

In progress. Despite the Supreme Court of Canada Comeau case failing to resolve the issue of inter-provincial sale and winery-to-consumer shipping of 100% Canadian wine, BCWI continues to support and coordinate efforts with the Canadian Vintners Association (CVA).

## ADVOCACY HIGHLIGHTS

### Inter-Provincial Direct-to-Consumer Shipping

Through matching individual member winery contributions, BCWI provided financial support to the Canadian Constitution Foundation in their representation of Gerald Comeau in his Supreme Court of Canada case in support of direct winery-to-consumer shipping of 100% Canadian wine. While the Supreme Court decision failed to open the door for inter-provincial free trade of 100% Canadian wine, BCWI and CVA have been successful in having tabled federal government's 2019 *Budget Implementation Act* bill amendments to the *Importation of Intoxicating Liquors Act*, which are meant to remove any federal incumbrance and support inter-provincial direct-to-consumer delivery.

### Wine BC 2030: BC Wine Industry Long-Term Strategic Plan

Wine BC 2030 is a well-constructed and synchronized strategy and action plan for all areas of the industry, a guide for decision-making over the next 10 years that is tailored to the strengths of the province. The culmination of 18 months of extensive stakeholder engagement and input, Wine BC 2030 will be the foundation for the BCWI Board of Directors in establishing measurable objectives for BCWI's annual advocacy priorities and plans.

### Wine Appellation Task Group

BC Ministry of Agriculture continues to make regulatory changes to the province's Wines of Marked Quality Regulation in order to finalize changes following recommendations made in 2016 by the industry-led BC Wine Appellation Task Group representing the interests of all 100% BC wine producers. Specific changes have included: recognition of new GIs; sub-GIs and flat fees for BCWA certification with the Ministry on the record to implement the remaining outstanding changes, including mandatory certification for all 100% BC wine.

### BCWI BC VQA Wine Store Licences

The tentative USMCA put on hold the US WTO challenge pending BC government amendment or elimination of measures for BC wine to be sold on grocery store shelves. BCWI advocates the USMCA recognizes 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.

# 2018 VINTAGE REPORT

The 2018 vintage was a moderate vintage, cooler than the five-year average but in line with the long-term norms for most wine regions of British Columbia. The wines are elegant with restrained alcohol levels, crisp acidity and fresh, clean and intense fruit flavours that should age well.

## OKANAGAN VALLEY

The winter of 2017/2018 was a mild one for BC's vineyards with no reported cold temperature damage to buds or vines. The winter did leave its mark on the growing season though as high snowfall levels in the mountains resulted in large amounts of snowmelt and lots of water in the lakes, rivers and soils. Some flooding occurred in susceptible areas of the Okanagan Valley and Similkameen Valley.

A cool spring resulted in a slightly later than average budbreak. The snow runoff resulted in high levels of soil moisture which meant that many vineyards did not have to irrigate all spring but resulted in a lot of natural vigour in the vines. The vigorous growth made for intensive canopy management and high powdery mildew risk meant growers were kept very busy during the spring.

By the time of flowering, the vintage had caught up and was close to average timing with warm temperatures and dry conditions

allowing for ideal flowering conditions and the potential for a large crop. Keeping up with sprays for preventing powdery mildew and managing vigour were the key challenges throughout the late spring and into the beginning of summer.

June was moderate with the real heat coming in July when many days exceeded maximum temperatures of more than 35 degrees. Even with the hot weather, temperatures were not high enough for the vines to shut down allowing for continued fruit development. The moisture in the soil meant that cover crops stayed greener for longer than usual before dying off from the summer heat.

August was slightly cooler than July with daily maximum temperatures around 30 degrees mid-month before dropping towards the end of the month. A two to three-week period with smoke from wildfires caused extensive blocking of sunlight which slowed photosynthesis and delayed development with veraison occurring up to a week later than average in some areas. Vineyards in the south

Okanagan Valley and Similkameen Valley saw more delays than vineyards further north resulting in harvest times for vineyards and varieties differing from their normal pattern.

The cloud cover from the smoke did mean the vines were not subject to the intense summer sun and the usual heat stress resulting in berry size and cluster size being heavier than usual and contributing to a large crop. The smoke may also have had an interesting effect on other species as many growers noted there were none of the usual issues with starlings attacking the ripe grapes.

*"These wines will go down as classics..."*

**DAVID PATERSON**  
Winemaker & General Manager  
Tantalus Vineyards

September was the coolest on record in many areas, extending the growing season and allowing for increased flavour development with slow sugar

accumulation and the retention of crisp acidity from the mild days and cool nights.

The classic long, dry, sunny fall reappeared in October with warm, cloudless days finishing off the ripening period. A big diurnal temperature shift and nights reaching close to zero degrees meant growers flirted with frost risk and wind machines were used in susceptible areas to protect the crop through its final journey.

The unique conditions this year resulted in a harvest spread out over a long period. Many of the earlier ripening varieties were harvested at normal times whereas those vineyards in the south and some later varieties ended up being picked later than usual.

A typical growth pattern for later ripening red grapes in the Okanagan is for rapid sugar accumulation and then waiting for phenolic ripeness to catch up. The 2018 season saw a more gradual development of both elements together. The large clusters and healthy fruit without any shrivel resulted in a large, healthy crop for most growers and amongst most varieties. Fresh, crisp acidity, ripe tannins in the reds and elegant wines with lower alcohol levels are likely.

A cooler vintage than in recent years, growing degree days (GDD) for 2018

were between 70 to 135 cooler than the recent five-year average across the Okanagan Valley but closer to and slightly cooler than the longer-term norms. Osoyoos recorded 1,575 GDD and Summerland 1,333 GDD for 2018.

## SIMILKAMEEN VALLEY

Overall weather conditions in the Similkameen Valley were, as usual, very similar to the south Okanagan with no winter damage reported and a slightly cooler year than recent vintages. In 2018, the Similkameen Valley suffered flooding in low lying areas with susceptible soils and then

*"Fruit set was excellent, with crop yields slightly above average."*

**MIKE CLARK**  
Winemaker  
Clos du Soleil Winery

fires later in the summer. The smoke in the air delayed veraison and harvest and resulted in a long, moderate growing season producing elegant wines with moderate alcohol levels and crisp acidity. GDD were 1,460 in Cawston, 110 less than the recent five-year average.

"The 2018 vintage in the Similkameen Valley was full of worries and sleepless nights, but we are extremely pleased with the end results," commented Mike Clark, Winemaker

at Clos du Soleil Winery. "Fruit set was excellent, with crop yields slightly above average. August was unseasonably cool, as wild fires raged throughout the province. Our fears about potential negative impacts of this were misplaced – October weather, up until early November was gorgeous allowing for slow even ripening of our fruit. Whites were harvested quite early with beautiful flavours and bright acidity. Reds were harvested very late this year, with classical structure and ripe flavours. A year of [winemaker] stress, but great results in the end!"

"The growing season was good to excellent," said John Weber, Winemaker and Co-owner of Orofino Winery. "The season was pretty constant in sunshine and moderate heat units. After the smoke cloud lifted, we enjoyed the most beautiful September and October with weeks of clear blue skies and 20-plus degree days, finishing the season well with lots of promise for later reds."

## COASTAL REGIONS

The maritime climate of Vancouver Island, the Gulf Islands and the Fraser Valley is always completely different than the Interior vineyards and 2018 was no exception. On Vancouver Island and the Gulf Islands the GDD was practically right on the long-term average with 1,093 GDD in the Cowichan Valley and 1,003 GDD on

Saturna Island. In the Fraser Valley it was a warmer year than average with 1,043 GDD at the weather station Langley Central.

On the Islands, bud break occurred around the long-term average in early May. Some rain in June affected the flowering process and lowered yields slightly. The smoke from the forest fires also reached the coastal regions and affected the amount of sunlight exposure for a few weeks but a long, warm, dry fall made for ideal harvest conditions. Overall quantity is down from recent vintages but quality high in 2018.

Sugar ripeness was generally good, some blocks were as ripe as

*“Overall I’m excited for the wines to come - bright acid, full flavour development without some of the surprising potential alcohols we’ve had in recent years.”*

**CHRIS TURYK**

Sommelier & Assistant General Manager  
Unsworth Vineyards

I have ever seen,” said Chris Turyk, Sommelier and Assistant General Manager of Unsworth Vineyards. “The acids came in higher than expected given the brix, so you can expect another vibrant Island vintage. Overall, I’m excited for the wines

to come - bright acid, full flavour development without some of the surprising potential alcohols we’ve had in recent years.

**OTHER INTERIOR REGIONS**

The other Interior regions of BC saw similar patterns to the Okanagan Valley and Similkameen Valley with cooler overall temperatures and mild smoke cover blocking sunlight making for a delayed, moderate growing year.

The Thompson Valley region had a mild winter with no reported cold temperature damage. 2018 was cooler than recent vintages with 1,293 GDD in Kamloops, 137 lower than the five-year average of 1,430.

In the Shuswap, GDD was just 1,006, 149 lower than the five-year average and similar to the vintages of 2010 and 2011.

In the Kootenay region it was a moderate vintage with 1,288 GDD in Creston, slightly above the long-term average.

On the vintage in Creston, Bob Johnson of Baillie-Grohman Estate Winery commented, “Our 2018 harvest was delayed due to high acids which took longer to drop than normal. The weather held and allowed us to let the grapes hang to get ripe fruit with good acid and flavour levels. Overall volumes were slightly lower from 2017 but we are looking at high

quality wines with little need for intervention in the winery.”

Lillooet saw its coolest vintage, the 1,539 GDD similar to the 2012 and 2013 vintages. Rolf de Bruin of Fort Berens Estate Winery said this was the longest harvest they have had starting on September 12 and not finishing until November 2.

**ICEWINE**

A mild start to the 2018/2019 winter meant only one short opportunity in early December occurred to pick Icewine and not again until early February. In 2018, 20 wineries registered with the BCWA to pick an estimated 707 standard tons of Icewine grapes, off an estimated 168 acres.

The last Icewine grapes were picked on February 6, 2019, with low yields and some botrytis noted. The BCWA reported 17 wineries picked Icewine totaling 274 standard tons. This is the lowest production of Icewine in BC since 2009. The 2018 vintage Icewine will be a rare and special commodity.

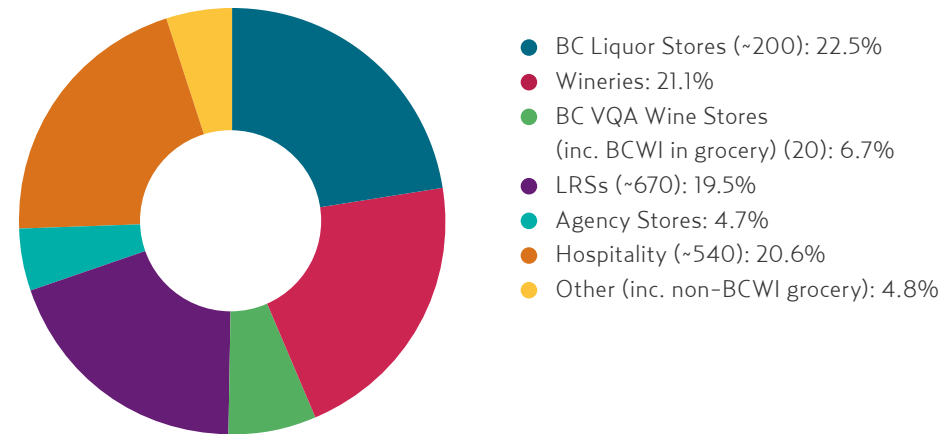
**SUMMARY**

Overall, the 2018 vintage is one of freshness and elegance with slightly cooler temperatures in most regions making wines of vibrant acidity, lower alcohol and intense fruit character. High quality was ensured by the trademark long, sunny Okanagan fall with warm days to ripen the fruit balanced with cool nights to maintain the characteristic crisp BC acidity.

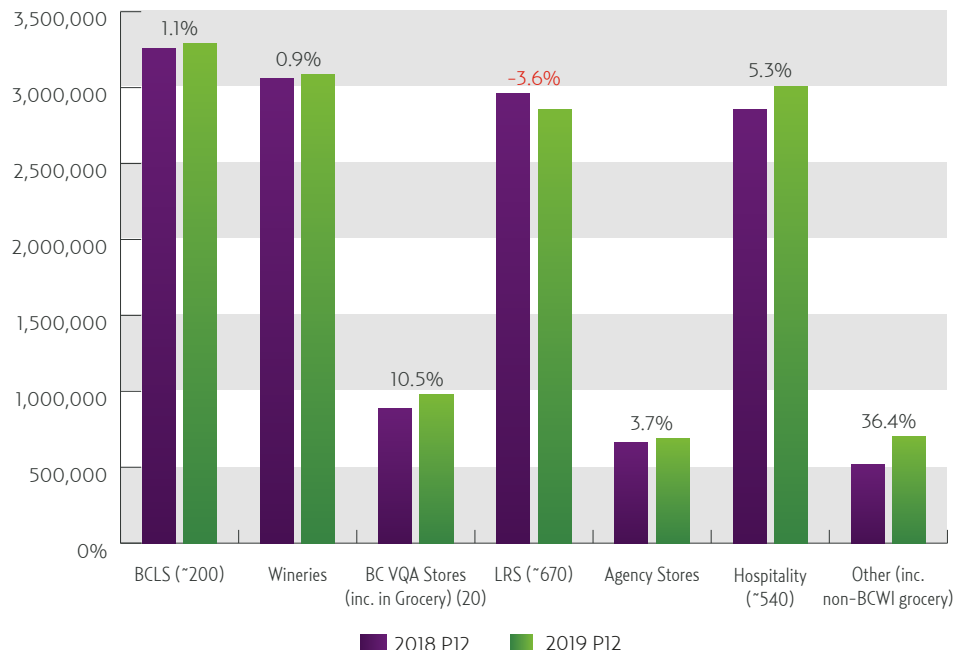


# CATEGORY UPDATE

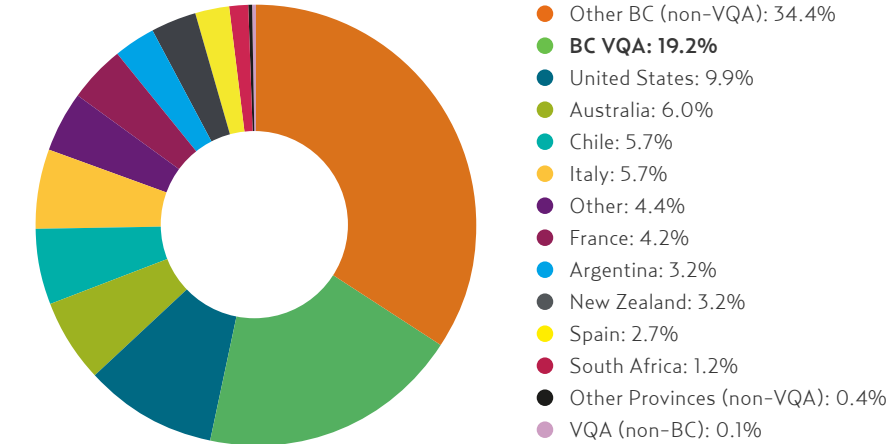
BC VQA LITRE SALES BY CHANNEL IN BC | YEAR ENDED MARCH 2019



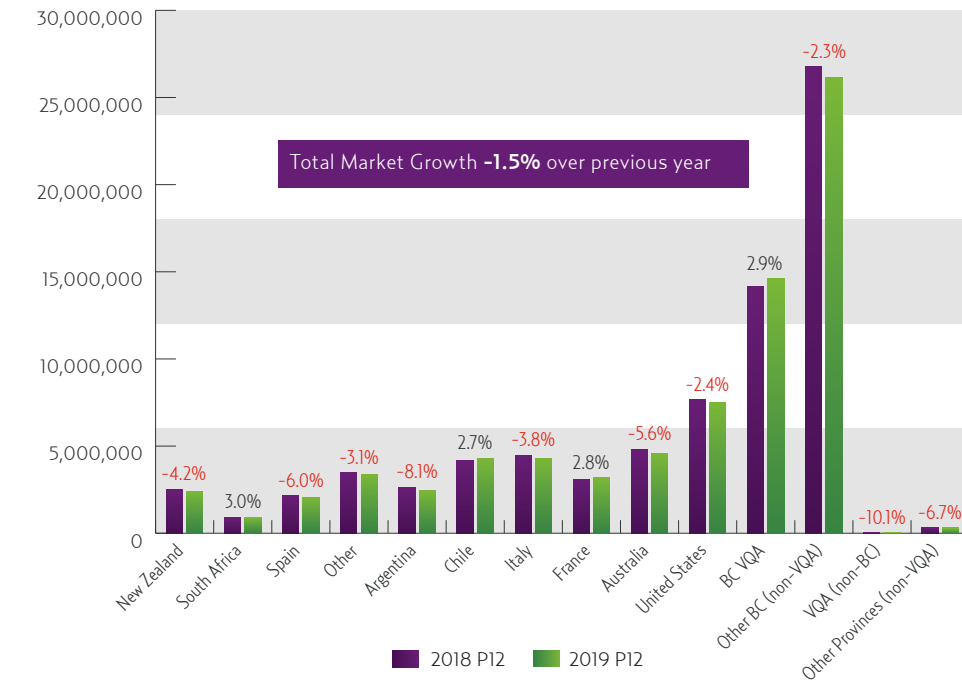
BC VQA LITRE SALES BY CHANNEL IN BC  
CHANGE IN LITRES YEAR ENDED MARCH 2019



TOTAL PROVINCIAL WINE MARKET SHARE (LITRES) IN BC | YEAR ENDED MARCH 2019



TOTAL PROVINCIAL WINE MARKET SHARE (LITRES) IN BC  
CHANGE IN LITRES YEAR ENDED MARCH 2019



# BCWI STRUCTURE

BCWI is governed by a Board of Directors that is reflective of best practices in modern corporate governance. The Board consists of nine elected voting winery members and three *ex officio* members who oversee work of the President & CEO (who manages BCWI), and who provide strategic guidance and effective oversight for the organization and industry. The Board ensures that appropriate systems of governance, leadership and stewardship are in place to enable BCWI's President & CEO to manage and lead the organization effectively.

## BCWI Board of Directors

Christa-Lee McWatters, Chair, Encore Vineyards  
Ezra Cipes, Vice Chair, Summerhill Pyramid Winery  
Charlie Baessler, Corcelettes Estate Winery  
Greg Berti, Andrew Peller  
Erik Fisher, Monte Creek Ranch Winery  
Leo Gebert, St. Hubertus & Oak Bay Estate Winery  
Tony Holler, Poplar Grove Winery  
Josie Tyabji, Arterra Wines  
David Wilson, Mark Anthony Group  
David Kozuki, Golden Retreat Vineyard, BC Grapegrowers' Association (*ex officio* non-voting)  
Douglas Friend, Independent (*ex officio* non-voting)  
Miles Prodan, President & CEO, BC Wine Institute (*ex officio* non-voting)

## Committees Of The Board Of Directors

### FINANCE & RISK MANAGEMENT COMMITTEE

Mandate to facilitate the timely and accurate reporting of financial information to the BCWI Society Board of Directors and to its members; to review financial statements and the Society's budget; to ensure that proper accounting procedures are being followed within the Society; and to monitor the key risks that may arise from or impact the Society's strategy.

Geri Davis, Chair, Intrigue Wines  
Leo Gebert, St. Hubertus & Oak Bay Estate Winery  
David Wilson, Mark Anthony Group

### BOARD GOVERNANCE COMMITTEE

Mandate to nominate a slate of proposed Directors to be considered for election at each annual general meeting; to attend to succession planning and conduct Board evaluation; and to ensure that the Society maintains appropriate governance standards.

Greg Berti, Chair, Andrew Peller  
Christa-Lee McWatters, Encore Vineyards  
Ezra Cipes, Summerhill Pyramid Winery

## Management Committees

### GOVERNMENT RELATIONS COMMITTEE

Mandate to identify policy priorities, develop strategies for advocating policy changes that benefit the British Columbia grape and wine industry and BCWI Society members; and to position the BCWI Society as the industry leader in advocacy to all levels of government.

Christa-Lee McWatters, Chair, Encore Vineyards  
George Hanson, Seven Stones Winery  
Tony Holler, Poplar Grove Winery  
Trish Morelli, Kamloops Winery Association  
Luke Smith, Howling Bluff Estate Winery  
David Wilson, Mark Anthony Group

### MARKETING COMMITTEE

Mandate to provide direction to BCWI staff on marketing strategies; to facilitate the development of the annual Advocacy, Communications and Marketing Operational Plan; and to develop and recommend a budget that will allow the Society to meet objectives contained in the annual plan.

Leslie D'Andrea, Noble Ridge Vineyard & Winery  
Charlie Baessler, Corcelettes Estate Winery  
Erik Fisher, Monte Creek Ranch Winery  
Lindsay Kelm, Quails' Gate Winery  
Jan Nelson, Tinhorn Creek Vineyards  
Severine Pinte, Enotecca Winery & Resorts  
Sally Sharpe, Arterra Wines

## Task Groups

*Ad hoc* task groups are created from time to time to help augment work done by staff and include invited member wineries to assist and provide input. Differing from committees, task groups are created to address short-term issues. The task groups are given specific tasks to accomplish and usually a short time frame within which their work is to be completed. When the task is complete, the group is disbanded.

### BC VQA WINE-IN-GROCERY ANNUAL MARKETING & MERCHANDIZING TASK GROUP

As required by the BCWI grocery operating agreement, the mandate is to develop an annual plan specific to the BC VQA Wine-in-Grocery channel. Ongoing.

## BCWI STAFF

\*As of March 31, 2019

**Miles Prodan**  
President & CEO

*Responsible for achieving annual Board approved BCWI goals and objectives.*

**Kimberley Barnes**  
Marketing Director

*Responsible for marketing strategic planning and implementation management for the BC wine industry and the Wines of British Columbia brand.*

**Maggie Anderson**  
Communications and Content Director

*Responsible for communications, stakeholder relations and content strategic planning and implementation.*

**Laura Kittmer**  
Media Relations Manager

*Responsible for media and public relations.*

**Ashley Spilak**  
Content Marketing Manager

*Responsible for BCWI member and BC wine industry and stakeholder communications.*

**Kimberly Hundertmark**  
Events Manager

*Responsible for BCWI events planning and execution, including winery liaison.*

**Patricia Pracher**  
Accounting Manager

*Responsible for BC VQA Wine Store and winery payment; and BCWI budgeting, including accounts payables and receivables.*

**Traci Deman**  
Office Manager

*Responsible for Board and member meetings; accounting department assistance; BC VQA Wine Store licensing; BC VQA products and pricing; and for high-level administrative matters.*

**Ainsley Bell**  
Administrative Assistant

*Provides assistance to the marketing and communications departments. Responsible for international competition consolidation program, wine awards postings, contact updates, etc.*





## BCWI MEMBER WINERIES

1st R.O.W. Estate Winery

50th Parallel Estate

8th Generation Vineyard

Adega on 45th Estate Winery

Ancient Hill Estate Winery

Arrowleaf Cellars

Baccata Ridge Winery

Backyard Vineyards

Baillie-Grohman Estate Winery

Bartier Bros. Vineyard and Winery

BC Wine Studio

Bella Wines

Bench 1775 Winery

Black Dog Cellars

Black Hills Estate Winery

Black Hills Wine Experience Centre

Blackwood Lane Vineyards & Winery

Blue Grouse Estate Vineyard & Winery

Blue Sky Estate Winery

Bonamici Cellars

Bordertown Vineyard & Estate Winery

Burnt Timber Estate Winery

Burrowing Owl Estate Winery

C.C. Jentsch Cellars

Calona Vineyards

Camelot Vineyards

Cassini Cellars

CedarCreek Estate Winery

Celista Estate Winery

CheckMate Artisanal Winery

Church & State Wines – Black Sage Bench

Church & State Wines – Oliver

Church & State Wines – Victoria

Cliff and Gorge Vineyards

Clos Du Soleil Winery

Columbia Gardens Vineyard & Winery

Corcelettes Estate Winery

Covert Farms Family Estate

Crescent Hill Winery

Crowsnest Vineyards

Culmina Family Estate Winery

D'Angelo Estate Winery

DA SILVA Vineyards and Winery

Daydreamer Wines

Deep Roots Winery

Desert Hills Estate Winery

Dirty Laundry Vineyard

EauVivre Winery

Elephant Island Winery

Estate Thurn

Evolve Cellars

Ex Nihilo Vineyards Okanagan Valley

Fitzpatrick Family Vineyards

Forgotten Hill Wine Co.

Fort Berens Estate Winery

Gehring Brothers Estate Winery

Giant Head Estate Winery

Glass House Estate Winery

Gold Hill Winery

Gray Monk Estate Winery

Grizzli Winery

Hainle Vineyards Estate Winery

Harper's Trail Estate Winery

Heaven's Gate Estate Winery

Hester Creek Estate Winery

Hillside Winery

House of Rose Winery

Howling Bluff Estate Winery

Indigenous World Winery

Intersection Estate Winery

Intrigue Wines

Isabella Winery

Jackson-Triggs Okanagan Estate

JoieFarm

Kalala Organic Estate Winery

Kismet Estate Winery

Kitsch Wines

Kraze Legz Vineyard & Winery

Lake Breeze Vineyards

Lakeside Cellars

Lang Vineyards

Larch Hills Winery

Lariana Cellars

LaStella Winery

Laughing Stock Vineyards

Le Vieux Pin Winery

Liber Farm & Winery

Liquidity Wines

Little Farm Winery

Little Straw Vineyards Estate Winery

Lulu Island Winery

Lunessence Winery & Vineyard

Martin's Lane Winery

Maverick Estate Winery

Meyer Family Vineyards

Mission Hill Family Estate Winery

Monster Vineyards

Montakarn Estate Winery

Monte Creek Ranch Winery

Moon Curser Vineyards

Moraine Estate Winery

Mt. Boucherie Estate Winery

Nagging Doubt Winery

Niche Wine Company

Nighthawk Vineyards

Nk'Mip Cellars

Noble Ridge Vineyard & Winery

Okanagan Crush Pad Winery

Okanagan Hills Estate Winery

Oliver Twist Estate Winery

Origin Wines

Orofino Vineyards

Osoyoos Larose Estate Winery

Pacific Breeze Winery

Painted Rock Estate Winery

Perseus Winery

Phantom Creek Estates

Pipe Dreams Vineyard and Estate Winery

Platinum Bench Estate Winery

Play Estate Winery

Poplar Grove Winery

Privato Vineyard & Winery

Quails' Gate Winery

Quinta Ferreira Estate Winery

Recline Ridge Vineyards & Winery

Red Rooster Winery

Ricco Bambino Wines

River Stone Estate Winery

Road 13 Vineyards

Robin Ridge Winery

Roche Wines

Rocky Creek Winery

Rollingdale Winery

Rust Wine Co.

Sage Hills Organic Vineyard & Winery

Savard Vines

Saxon Estate Winery

Seaside Pearl Farmgate Winery

See Ya Later Ranch

Serendipity Winery

Seven Stones Winery

Singletree Winery

Sperling Vineyards

SpearHead Winery

Squeezed Wines

St. Hubertus & Oak Bay Estate Winery

St. Urban Winery

Stag's Hollow Winery & Vineyard

Stoneboat Vineyards

Sumac Ridge Estate Winery

SummerGate Winery

Summerhill Pyramid Winery

Summerland Estate Winery

Sunnybrae Vineyards & Winery

TH Wines

Tantalus Vineyards

Terravista Vineyards

The Vibrant Vine

The View Winery

Therapy Vineyards & Guest House

Thornhaven Estates Winery

Tightrope Winery

TIME Winery

Tinhorn Creek Vineyards

Township 7 Vineyards & Winery – Langley

Township 7 Vineyards & Winery – Okanagan

Unsworth Vineyards

Upper Bench Estate Winery

Vanessa Vineyard Estate Winery

vinAmité Cellars

Vista D'oro Farms & Winery

Volcanic Hills Estate Winery

Whispering Horse Winery

Wild Goose Vineyards & Winery

Winemaker's Cut

Young & Wyse Collection

# BC VQA WINE STORES

## Okanagan Valley

**BC Wine Information Centre**  
101 – 553 Veas Drive, Penticton  
250.490.2006  
wine@pentictonwineinfo.com  
pentictonwineinfo.com

**Wines of British Columbia**  
**Save-On-Foods Lakeshore**  
3175 Lakeshore Road, Kelowna  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Orchard Plaza**  
101 – 1876 Cooper Road, Kelowna  
604.881.3363  
amanada\_carnegie@saveonfoods.com

## Vancouver Island

**Wines of British Columbia**  
**Save-On-Foods Campbell River**  
400 – 1400 Dogwood Street,  
Campbell River  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Parksville**  
818 West Island Highway, Parksville  
604.881.3363  
amanada\_carnegie@saveonfoods.com

## Other Areas of BC

**Wines of British Columbia**  
**Save-On-Foods Kamloops Sahali**  
100 – 1210 Summit Drive, Kamloops  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Prince George**  
555 Central Street, Prince George  
604.881.3363  
amanada\_carnegie@saveonfoods.com

## Lower Mainland

**Swirl Wine Store – Yaletown**  
1185 Mainland Street, Vancouver  
604.408.9463  
yaletown@swirlwinestore.ca  
swirlwinestore.ca

**Village VQA Wines – Kitsilano**  
1811 West 1 Avenue, Vancouver  
604.732.8827  
kits@villagevqawines.com  
villagevqawines.com

**Wines of British Columbia**  
**Save-On-Foods Clearbrook**  
300 – 32700 South Fraser Way,  
Abbotsford  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Cloverdale**  
17745 – 64 Avenue, Cloverdale  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods East Maple Ridge**  
22703 Lougheed Highway,  
Maple Ridge  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Fleetwood**  
9014 – 152 Street, Surrey  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Ironwood Richmond**  
3000 – 11666 Steveston Highway,  
Richmond  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Langley**  
20151 Fraser Highway, Langley  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Mission**  
32555 London Avenue, Mission  
604.881.3363  
amanada\_carnegie@saveonfoods.com




**Wines of British Columbia**  
**Save-On-Foods Pemberton**  
1250 Marine Drive,  
North Vancouver  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods South Point**  
3033 – 152 Street, Surrey  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods Tsawwassen**  
1143 – 56 Street, Delta  
604.881.3363  
amanada\_carnegie@saveonfoods.com

**Wines of British Columbia**  
**Save-On-Foods White Rock**  
1641 – 152 Street, Surrey  
604.881.3363  
amanada\_carnegie@saveonfoods.com

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