

READY TO REOPEN

# WINERY & HOSPITALITY KEY MESSAGES



With reopening taking place for some BC wineries and with more actions being taken to keep staff and visitors safe from COVID-19, the following provides suggested key messaging to assist with your digital, social and online communications during this time.

*As of May 29, 2020*



# SCENARIO 1

If your winery is open to the general public for wine tastings and/or hospitality (restaurant):

- At the guidance of WorkSafeBC and the Provincial Health Officer, we are now welcoming visitation to [name winery] [and name restaurant].
- From the beginning of this global pandemic, we have prioritized the health and safety of our people, our partners and our community, and we'll continue to do so as we reopen our winery. We love to connect and celebrate over a great bottle of wine and we look forward to being able to do that with you again, safely and thoughtfully.
- As we welcome you back, rest assured you can enjoy the winery experience at ease, knowing that we've implemented health and safety precautions in accordance with the Provincial Health Officer and WorkSafeBC guidelines to help protect both staff and visitors. [See BC Wine Institute's Winery and Hospitality Best Practices](#)
- The goal of [name winery] is to accommodate your visit to the best of our ability while ensuring a positive and memorable wine tasting [and/or hospitality] experience.
- While our processes may have changed, our people, our wine and the beautiful landscapes that envelop BC wine country have not. We are ready to welcome you back with the same warm and friendly hospitality you expect from BC wineries, while doing everything we can to ensure the safety of our people, our community and you.
- Please take the time to check our website and/or [name winery] Google Business profile for the latest updates and hours of operation.
- Please connect directly and in advance to [list all applicable] book a tasting or winery experience, or to make a dining reservation [at name winery restaurant].
- If you have suggestions to enhance your tasting room [and/or hospitality] experience, please share your feedback with us. We welcome your comments.
- We aim to ensure that you have an enjoyable experience and always feel safe and secure at [name winery].
- As we welcome you back to [name winery], we look forward to being able to offer you a unique tasting experience that allows staff and visitors to engage safely and enjoy our wines.

## SCENARIO 2

If your winery tasting room is closed to the public but is providing wine retail and/or curbside pickup:

- From the beginning of this global pandemic, we've prioritized the health and safety of our people, our partners and our community. We love to connect and celebrate over a great bottle of wine and we look forward to being able to do that with you again, safely and thoughtfully when [name winery] tasting room [and hospitality] is open to the general public.
- Currently, at the guidance of WorkSafeBC and the Provincial Health Officer, [name winery] is developing a COVID-19 Safety Plan to protect your health and safety and to secure a positive wine tasting experience at [name winery].
- In the meantime, we hope that you will continue to enjoy our wines that are 100% BC grown and produced.
- Our dedicated staff are ready to accommodate wine sales and/or curbside pickup. Please connect [list how to connect] during business operations, and we will accommodate your needs.
- While our processes may have changed, our people, our wine and the beautiful landscapes that envelop BC wine country have not. We look forward to welcoming you back as soon as possible with the same warm and friendly hospitality you expect from BC wineries, while doing everything we can to ensure the safety of our people, our community and you.

## SCENARIO 3

If your winery is closed to the public and is not accommodating wine retail and/or curbside pickup:

- Please be advised [name winery] tasting room has not reopened to the general public.
- Currently at the guidance of WorkSafeBC and the Provincial Health Officer, [name winery] is developing a COVID-19 Safety Plan to protect your health and safety and to secure positive wine tasting experience at [name winery].
- In the meantime, if you would like to purchase [name winery] wines, please locate them at [list retailers or restaurants that are open]
- Thank you for choosing local and your ongoing supporting of [name winery] and the BC wine industry.
- While our processes may have changed, our people, our wine and the beautiful landscapes that envelop BC wine country have not. We look forward to welcoming you back as soon as possible with the same warm and friendly hospitality you expect from BC wineries, while doing everything we can to ensure the safety of our people, our community and you.