

# 30 YEARS OF BC VQA



## OUR MISSION

The BC Wine Institute (BCWI) represents the interests of BC wineries dedicated to producing certified 100% British Columbia Grape Wine, through marketing, communications and advocacy of their products to all stakeholders.

### LEADING VOICE



The BCWI is the leading voice of British Columbia's certified 100% BC Grape Wine industry.

### EVENTS



9000+ people attend our trade, media and consumer events each year to try BC VQA Wine.

### MEDIA & COMMUNICATIONS



BCWI initiatives reach 900+ national and international journalists and influencers yearly.

### MARKETING



BCWI creates an average of 16 marketing campaigns each year, reaching from 100K to 1.1 M.

### FREE POS



BCWI members are provided FREE point-of-sale materials to promote BC VQA Wine.

### REDUCED COMMISSION



BCWI members pay 15% less commission in BC VQA Wine stores compared to non-members.\*

\*BCWI member fees equal \$0.10/litre (sold product), with an annual minimum of \$100.

## WHERE ARE OUR MEMBERS

Our winery members are located across BC

175  
MEMBER  
WINERIES



94%  
OF TOTAL WINE  
SALES IN BC

## OUR PARTNERSHIPS

We work closely with **Save-On-Foods, BC Liquor Stores, Private Liquor Stores** and **Restaurants** on their in-store and digital marketing to promote your BC VQA Wine



646K  
PAGE VIEWS  
30%  
TRAFFIC INCREASE  
225 M

Reached through online, print and broadcast media

## 2019 HIGHLIGHTS

### FEATURED IN

Sip Northwest | Yorkshire Post | Washington Post  
Forbes | Jancis.Robinson.com | Decanter | Wine Enthusiast  
The Buyer | The Globe and Mail | USA Today | New York Times  
Matador Network | ChefsFeed | The Food Network

### PARTNERSHIPS

Global BC | Vancouver Magazine  
Gismondi on Wine | CAPS National | CAPS BC Chapter  
WineAlign | Destination BC



80K+  
People reached through BCWI social media channels

2.96B

We provide member resources to reach nearly 3 billion global social media users

# CELEBRATE THE MOMENT

30  
YEARS  
OF BCVQA

obc  
WINES OF  
BRITISH COLUMBIA

