#### IMPACT OF COVID-19 ON THE BC WINE INDUSTRY

### WEATHERING THE STORM

With the impact of the COVID-19 pandemic still to be fully realized, this is a snapshot of how BC wineries and grapegrowers have been affected.\*



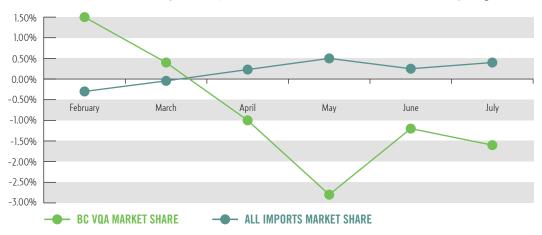
- 81% ADDED EXPENSES TO MITIGATE HEALTH RISKS
- 58% EXPERIENCED A LOSS OF REVENUE
- 55% ENCOUNTERED REDUCED ACCESS TO CUSTOMERS
  - 51% EXPERIENCED REDUCED TOURISM THROUGHOUT THE REGION

# 1 in 10 NOTED THEY ARE AT RISK OF CLOSING

- 35% EXPECT REVENUE DECLINE BETWEEN 21% AND 50% OVER NEXT SIX MONTHS
- 66% BELIEVE IT WILL TAKE ONE TO FOUR YEARS TO RECOVER FINANCIALLY
- 20% ARE UNSURE OF THE TIME IT WILL TAKE THEM TO RECOVER
- 49% EXPERIENCED SIGNIFICANTLY DECREASED DEMAND FOR THEIR PRODUCT

#### FIVE MONTH MARKET SHARE GROWTH COMPARISON

As overall BC wine sales have steadily increased, BC VQA market share has been lower than the All Imports growth.



#### **LOOKING AHEAD**

36% CONCERNED WITH ABILITY TO STAFF THE 2020 HARVEST/CRUSH

40% CONCERNED ABOUT CASH FLOW TO MAINTAIN OPERATIONS

25% WORRIED ABOUT ABILITY TO SELL EXISTING INVENTORY

## HELPING REBUILD: SUPPORT SYSTEMS WITH GREATEST IMPACT ON RECOVERY

#1 OPENING MARKET ACCESS

#2 SUPPORT MARKETING THE INDUSTRY

