

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

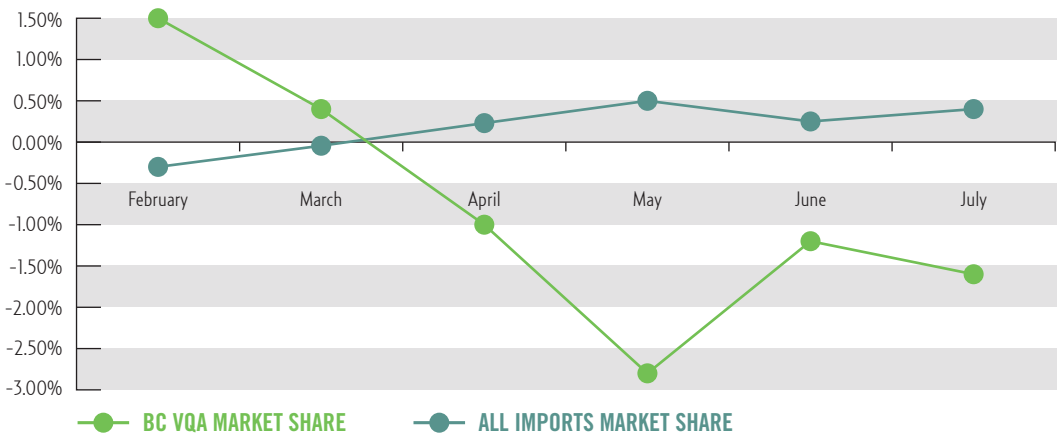
# WEATHERING THE STORM

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.\*



## 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



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

- #1** OPENING MARKET ACCESS
- #2** SUPPORT MARKETING THE INDUSTRY



\*Findings based on an industry-wide survey conducted in August 2020 by Leger, a market research and analytics company. Results suggest that the long-term financial impact of COVID-19 may not yet be fully realized by all BC wineries and grapegrowers.