



FISCAL 2020: FIRST QUARTERLY REVIEW

Celebrate the Wines of British Columbia reviews the work of the BC Wine Institute (BCWI) and its member wineries during each quarter of the fiscal year.

This first quarterly review covers activities that occurred during April, May and June 2020.

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President & CEO Message

First quarter of our 2020-2021 fiscal year (April 1 - June 30) has witnessed some of the most tumultuous times our industry has ever faced.

Thankfully, our successful lobbying of government to have the BC wine industry recognized as an essential service kept wineries open under the March 17, 2020 COVID-19 Provincial Health Order that closed restaurants and licensed premises including tasting rooms. As a result, BC wineries were able to continue to sell their value-added agri-food product directly to customers with reported winery direct sales (onsite, online, etc.) increasing an average of 13% over the same period



Miles Prodan, President & CEO

last year – 21% for month of June when tasting rooms reopened under [BCWI's Winery and Hospitality Best Practices](#).

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Marketing Director Report

Navigating through phases 1, 2 and 3 has kept us on our toes throughout the first quarter of Fiscal Year 2021 (Q1).

With Phase 1 ending May 18, Phase 2 ending June 23 and Phase 3 taking effect on June 24, we have found ourselves continually pivoting to strategically respond to this ever-changing environment.

Each month of Q1 told a story of its own requiring a specialized, strategic marketing approach to provide greatly needed support to keep our industry growing strong.



Kim Barnes, Marketing Director

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COMMUNICATIONS DIRECTOR REPORT

NEW NORMAL. SAME GENUINE PEOPLE. SAME BREATHTAKING PLACES. A NEW GREAT EXPERIENCE.

The beginning of a new fiscal marked the beginning of a new normal for the BC wine industry. Amidst everything that is happening globally, the BCWI communications efforts during the first quarter were heavily focused on our COVID-19 response and recovery strategies. Ensuring member wineries and industry were well-equipped with the tools and resources needed to navigate the rapidly evolving pandemic were a top priority for us this quarter. As well as pivoting our communications strategies to a virtual landscape to connect with our colleagues and member wineries, while engaging industry, trade and media with valuable and educational information and content safely and effectively.



Laura Kittmer, Communications Director

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MEDIA REPORT | Q1 SUMMARY OF COVERAGE

Media sentiment around BC wine throughout the first quarter remained positive showcasing strong local support for the BC wine industry.

Direct and indirect media coverage of the BC Wine Institute, its members and the Wines of British Columbia reached 143 million readers and viewers from April 1 through June 30. Value for media coverage totalled \$1,330,217.

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Quarterly Sales Reports

[APRIL](#)

[MAY](#)

[JUNE](#)

Marketing Manager Report

April is BC Wine Month

We were ready to launch an exciting April is BC Wine Month with a full month of events, activities, and materials planned. In response to COVID-19 we shifted focus. Events were cancelled, some materials were repurposed, and two new campaigns emerged with a focus on supporting local.

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Candice Tipton, Marketing Manager

Content Marketing Manager Report

During the first quarter, the Wines of British Columbia social media and digital marketing channels increased in volume and content, pivoting hard to focus on consumer sales of BC wine while at the same time ramping up industry COVID-19 updates and resources for members, media and trade, to support the health and well-being of the BC wine industry.

Adding to the digital communications marketing mix, BCWI launched virtual education tasting events alongside a series of industry webinars which became a critical new component during the COVID-19 quarantine. The digital focus on webinars facilitated delivery of critical information updates while keeping trade and media engaged on news about the 2019 BC wine vintage.



Ashley Spilak, Content Marketing Manager

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BCWI Annual General Meeting

The BC Wine Institute Annual General Meeting will take place **September 1, 2020** from 10 AM to 11 AM. In compliance with the BC Centre for Disease Control's public health order to limit all public gatherings larger than 50 people, the BC Wine Institute will hold its 2020 Annual General Meeting virtually. Meeting instructions will be available on WineBC.com advance of the meeting. Following the meeting, the BCWI will announce and welcome the new Board of Directors.

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Q1 Wine Competition Results

Each year, BC VQA Wine and certified 100% BC grape wine are entered into dozens of wine competitions where they show extremely well. BC VQA Wine

winners are tracked. A total of 35 awards were received in Q1. See full results [here](#).



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