

READY TO REOPEN 3.0

WINERY AND HOSPITALITY KEY MESSAGES



Wine Growers British Columbia has created the following suggested key messaging to assist with your digital, social and online communications throughout BC's Restart Four-Step Plan.

As of July 1, 2021



KEY MESSAGING

Let customers know how your winery is implementing BC's Restart Four-Step Plan and what they can expect from their visit:

- At the guidance of WorkSafeBC and the Provincial Health Officer, we are now following BC's [Restart Four-Step Plan](#) to bring us back together.
- 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. 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.
- 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 employees and visitors. See [Wine Growers British Columbia's Winery and Hospitality Best Practices](#)
- The goal of [winery name] 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 [winery name] Google Business profile for the latest updates and hours of operation.
- Consider connecting directly and in advance to book a tasting or winery experience, or to make a dining reservation at [winery restaurant name].
- 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 [winery name].
- We look forward to being able to offer you a unique BC winery tasting experience that allows employees and visitors to engage safely and enjoy our wines.

SAME GENUINE PEOPLE, SAME BREATHTAKING PLACES

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 us, while doing everything we can to ensure the safety of our people, our community and you.

With new, elevated winery experiences, and our 2020 vintages hitting the shelves, we are honoured and excited to welcome you to BC wine country.

See you soon.