

Christa-Lee McWatters, TIME Family of Wines

Christa-Lee McWatters is the general manager for TIME Family of Wines, home to award-winning wine brands TIME Winery, Evolve Cellars, and McWatters Collection.

Being the daughter of Harry McWatters, British Columbia wine pioneer, Christa-Lee has had a rich understanding and love for BC wine since birth. She was involved in planting vineyards with her father and sister Darrien on the Black Sage Bench in the early 1990s. Since 2000, Christa-Lee held key roles in sales, marketing, and hospitality for several successful Okanagan wineries, until stepping in as director of marketing and sales for her family's enterprise ENCORE Vineyards in 2014. After her father's passing in 2019, McWatters assumed the position as CEO until the parent company was purchased by Five Vines Cellars. With her vast experience, Christa-Lee continues to manage the three wine labels and downtown winery in Penticton.



Despite the hands-on work at TIME Family of Wines, Christa-Lee still finds time to give back to her industry and community by serving on several boards and doing charitable work. Some of the institutions she's been involved with over the years include the Wine Growers British Columbia, Summerland's Bottleneck Drive Winery Association, Canadian Vintner's Association, the Okanagan Wine Festivals Society, BC Hospitality Foundation and Les Dames d'Escoffier, BC Chapter.