

CRAFTED IN BC

INFORMATION FOR MEDIA

A Story of Resilience and Adaptability

OVERVIEW

The 2024 vintage has posed significant challenges for BC wineries, and the “Crafted in BC” positioning is a response to these challenges. This temporary positioning describes the use of out-of-province grapes while maintaining the high standards of BC wine craftsmanship and quality. It is important to note that most BC wineries still have plenty of 100% BC wines to sell – whether from the 2024 vintage, or from past vintages that are just hitting the market. 100% BC wine and “Crafted in BC” positioned wines will coexist in the market. This document highlights the key points to help you share what Crafted in BC is all about.

KEY MESSAGES

BC VQA Gold Standard

BC VQA wines remain the gold standard, representing 100% BC-grown grapes.

Severe Weather Impact

Severe weather required a temporary use of out-of-province grapes by some BC wineries to maintain operations and sustain employment during this transitional period while their crops get back on track.

Resilience and Adaptability

Crafted in BC reflects the resilience and adaptability of BC wineries in the face of unprecedented challenges.

Industry Remains Strongly Committed to Transparency

along the way, with a phased return to 100% BC-grown grape production.

Craftsmanship and Passion

Crafted in BC wines showcase the same skill and passion as BC VQA wines.

Maintaining Trust

The positioning aims to maintain trust and pave the way for a full return to 100% BC wines.

WHAT MEDIA SHOULD KNOW

There is still lots of BC wine available

and there are wineries producing 100% BC wine from the 2024 harvest.

Transparency

Crafted in BC is not a certification or a label designation, but a messaging approach.

Story Angles

Resilience, sustainability, and the human impact of this positioning.

Wine Grower BC Role

WGBC does not oversee the rules for packaging and merchandising. WGBC objectives continue to focus on building winery tourism and promoting 100% BC wine as a premium brand.

Long-Term Vision

Not every winery in BC is using non-BC grown grapes as a temporary measure. BC wineries remain committed to 100% BC grape production.

RESOURCES AVAILABLE

[Press releases](#) and [media kits](#).

[FAQ document](#)

Contact [Laura Kittmer](#), Communications Director of WGBC, to access industry leaders and winemakers for interviews.

CRAFTED IN BC

GUIDE FOR WINE REVIEWERS



OVERVIEW

The 2024 vintage marks an unprecedented chapter for BC's wine industry. Severe weather has impacted grape yields, leading to the introduction of the "Crafted in BC" positioning. This initiative features wines made using out-of-province grapes while maintaining the craftsmanship that defines BC winemaking. It is important to note that most BC wineries still have plenty of 100% BC wines to sell – whether from the 2024 vintage, or from past vintages that are just hitting the market. 100% BC wine and "Crafted in BC" positioned wines will coexist in the market. For wine reviewers, this is an opportunity to explore a unique story of resilience, adaptability, and innovation, while critically evaluating these wines on their own merits.

KEY MESSAGES

BC VQA Gold Standard

BC VQA wines continue to represent the gold standard, made from 100% BC-grown grapes.

Craftsmanship at the Core

Crafted in BC wines are produced by the same skilled winemakers who have built BC's reputation for premium wines.

Temporary Positioning

This initiative is a one-time measure to ensure the continuity of BC wineries and support their long-term commitment to 100% BC-grown grapes.

Industry Remains Strongly Committed

to a phased return to 100% BC-grown grape production.

Transparency and Trust

VQA will not be on wines made from out-of-province grapes. While Wine Growers BC does not oversee packaging, clear labeling from wineries is encouraged to differentiate Crafted in BC wines from BC VQA wines, maintaining consumer trust and industry integrity.

Supporting Resilience

These wines symbolize the industry's resilience and dedication to quality during challenging times.

HOW TO APPROACH REVIEWING CRAFTED IN BC WINES

Evaluate Craftsmanship First

Focus on balance, complexity, and structure — hallmarks of quality winemaking.

Consider how the winemaker has worked with unique grape sources while maintaining BC's signature style.

Tell the Story

Frame these wines as products of resilience and adaptability, highlighting the skill and innovation behind them.

Emphasize their temporary nature and the commitment to returning to 100% BC-grown grapes.

Explore Style and Structure

Analyze how these wines differ from typical BC VQA wines due to the terroir and climate of out-of-province grape sources.

Compare stylistic similarities to traditional BC wines to showcase winemaking consistency.

Educate the Audience

Use your review to help readers understand the context of these wines. Explain the challenges faced by BC wineries and how this initiative supports their sustainability.

Reassure consumers that BC VQA wines remain available and continue to represent the pinnacle of BC winemaking.

SUPPORTING RESOURCES FOR REVIEWERS

Access to Winemakers: Arrange interviews to gain deeper insights into the crafting process.

Press Kits: Detailed press materials and FAQs are available to provide additional context.

WHY THIS MATTERS

Reviewing Crafted in BC positioned wines allows you to spotlight a critical moment in BC's wine history. These wines symbolize an industry's determination to overcome adversity while preserving the high standards that consumers and critics expect. Your voice can help educate and inspire consumers, reinforcing their trust in BC wines.