



# CRAFTED IN BC

# INFORMATION FOR RETAILERS

## Helping Retailers Support BC Wines

### OVERVIEW

The 2024 vintage has brought unique challenges, and the “Crafted in BC” positioning is here to help. This temporary positioning describes the use of out-of-province grapes while maintaining the same 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 provides guidance on merchandising, product placement, and effectively communicating the positioning to your customers.

### KEY MESSAGES

#### **BC VQA Gold Standard**

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

#### **Craftsmanship and Quality**

Crafted in BC wines are made with the same skill and dedication as BC VQA wines, ensuring high standards of quality, even with out-of-province grapes.

#### **Transparency Builds Trust**

Clear communication builds consumer trust and supports the BC wine industry. Crafted in BC is not a certification or a label designation, but a messaging approach.

#### **Industry Remains Strongly Committed to Transparency**

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

### WHAT RETAILERS CAN DO

#### **Product Placement**

Clearly separate Crafted in BC positioned wines from BC VQA wines to reduce confusion.

#### **Education**

Use provided materials to explain these wines to customers.

#### **Pricing**

Maintain fair pricing that reflects the quality and value of Crafted in BC wines.

### WHAT RETAILERS SHOULD KNOW

#### **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.

#### **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.

#### **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

[Consumer-facing FAQs](#)

# SHELFSPACE RECOMMENDATIONS

## WINERIES' IDEAL PLACEMENT OF REPLACEMENT WINES



- As BC VQA wines become less available, they will gradually take up less of the BC Wines shelf.
- As BC VQA wines become available, they will gradually take over 100% of BC Wines shelf again.

To effectively list "Crafted in BC" wines and educate your guests about their significance, follow these guidelines:

## 01 CLEARLY DIFFERENTIATE

Clearly identify "Crafted in BC" wines as distinct from BC VQA wines.

Use language that highlights their temporary nature and their role in supporting BC's wine industry during the 2024 vintage challenges.

Suggested wording example:

*Crafted in BC – A unique offering made with the same craftsmanship and dedication as BC VQA wines, using premium grapes from outside BC to support local wineries through a challenging vintage.*

## 02

### ADD AN EXPLANATION TO EDUCATE DINERS

'Crafted in BC' positioned wines are a one-time initiative ensuring BC wineries continue to operate despite a reduced 2024 grape harvest. While these wines use out-of-province grapes, they reflect the skill and dedication of BC winemakers.

Encourage your staff to share this context when recommending wines.

## 03

### HIGHLIGHT THE STORY OF RESILIENCE

Position these wines as part of a larger narrative of sustainability and adaptability within the BC wine industry. Frame the wines as an opportunity to support local businesses while enjoying high-quality craftsmanship.

## 04

### PLACEMENT TIP

Group "Crafted in BC" positioned wines under their own category for clarity.

If space allows, add a brief footnote explaining the Crafted in BC initiative and its importance.

## 05

### TRAIN YOUR TEAM

Provide your staff with background on the Crafted in BC initiative and key talking points to address guest questions. Suggested talking points:

1. Crafted in BC wines are made with the same dedication as BC VQA wines.
2. This initiative supports BC wineries and their employees during a challenging year.
3. These wines are clearly labeled and only temporary as BC wineries recover.

# CRAFTED IN BC

# INFORMATION FOR CONSUMERS

## Supporting BC Wineries Through Challenging Times

### OVERVIEW

The 2024 vintage has been a challenging one for BC wineries due to severe weather conditions. To support our local wineries during this time, we have introduced "Crafted in BC" positioning. 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 explains what "Crafted in BC" means and its purpose, helping you understand and support this positioning.

### KEY MESSAGES

#### **BC VQA Gold Standard**

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

#### **Craftsmanship and Quality**

Crafted in BC wines are made by the same skilled hands as BC VQA wines, ensuring that the high standards of quality and craftsmanship are maintained.

#### **Supporting Local**

By choosing any BC wines, you're supporting local wineries and communities, helping them navigate through this transitional period.

#### **Commitment to Quality**

The positioning reflects the industry's unwavering commitment to quality and sustainability, even in the face of adversity.

#### **Transparency**

Crafted in BC is a temporary positioning designed to ensure the future of BC's wine industry.

#### **Industry Remains Strongly Committed**

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

#### **Community Spirit**

Every bottle of Crafted in BC wine tells the story of resilience, adaptability, and the community spirit that defines BC's wine industry.

### WHAT YOU SHOULD KNOW

Enjoy new wines while continuing to support your favourite BC wineries

Share the story of resilience and community spirit behind Crafted in BC wines with friends and family.

Trust that these wines are crafted with the same dedication and expertise that define BC's wine industry.

### RESOURCES AVAILABLE

#### [Consumer-facing FAQs](#)

Opportunities to [visit and learn](#) directly from wineries.