

CRAFTED IN BC

INFORMATION FOR TRADE

Equipping Trade Professionals to Share the Story

OVERVIEW

The 2024 vintage has been challenging, and the “Crafted in BC” positioning is here to support the industry. 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 provides guidance on how to list these wines on menus and talking points to help you explain and sell Crafted in BC wines tableside.

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.

Temporary Measure

This positioning is a temporary measure to support the industry through recovery.

Industry Remains Strongly Committed to Transparency

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

Transparency and Education

Clear communication and education are key to maintaining consumer trust.

WHAT TRADE PROFESSIONALS CAN DO

Educate Customers

Clearly communicate the Crafted in BC story and the difference from BC VQA wines.

Menu Listing

Clearly label Crafted in BC positioned wines as distinct from BC VQA wines, noting their temporary nature and origin of out-of-province grapes, while highlighting the craftsmanship and quality of BC winemaking.

Support Transparency

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

Celebrate Resilience

Emphasize the craftsmanship behind every bottle.

WHAT TRADE PROFESSIONALS 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.

There is still lots of BC wine available

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

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](#)

Menu Listing Guidance*

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MENU LISTING GUIDANCE FOR RESTAURANTS

To align with the recommendations for the 2024 vintage, here is the detailed guidance for listing “Crafted in BC” wines on restaurant menus:

WINE LISTS BY COUNTRY/REGION

Format

Winery Name, Wine Name (Varietal), Vintage, Appellation or Geographical Indicator (if permitted).

Placement

Add a “Crafted in BC” section immediately following the Canada, BC category. This ensures clarity and minimizes confusion while highlighting these wines’ connection to the BC wine industry.

WINE LISTS BY VARIETAL

Format

Winery Name, Wine Name (Varietal), Vintage, Appellation or Geographical Indicator (if permitted).

Placement

Include a distinct “Crafted in BC” section under each varietal to differentiate these wines from BC VQA wines while ensuring they remain associated with BC’s craftsmanship.

To effectively list “Crafted in BC” wines on menus 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 menu language that highlights their temporary nature and their role in supporting BC’s wine industry during the 2024 vintage challenges.

Suggested menu 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. Include origin details when possible (such as “made with Washington or Oregon grapes”).

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 MENU PLACEMENT TIP

Group “Crafted in BC” positioned wines under their own category on your menu 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.