

CRAFTED IN BC

INFORMATION FOR WINERIES

Supporting BC Wineries During a Challenging Vintage

OVERVIEW

As BC wineries are aware, the 2024 vintage has presented significant challenges due to severe weather conditions. To support BC wineries during this time, the industry has introduced the "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 provides key messaging and resources to help you navigate this transitional period.

KEY MESSAGES

BC VQA Gold Standard

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

Resilience and Adaptability

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

Sustaining Operations and Employment

This positioning supports wineries in maintaining operations and sustaining employment during this transitional period.

Commitment to Quality

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

Industry Remains Strongly Committed to Transparency

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

Consumer Engagement

Use the Crafted in BC story to build trust and maintain strong connections with customers.

YOUR ROLE AS A WINERY

Transparency

Share the Crafted in BC story with honesty, emphasizing its temporary nature.

Quality Assurance

Highlight that these wines are made with the same skill as BC VQA wines.

Engagement

Use the messaging provided by Wine Growers BC to build trust and maintain strong connections with customers.

WINERIES SHOULD KNOW

Wine Growers 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

[Messaging guides](#) and [FAQs](#).

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.