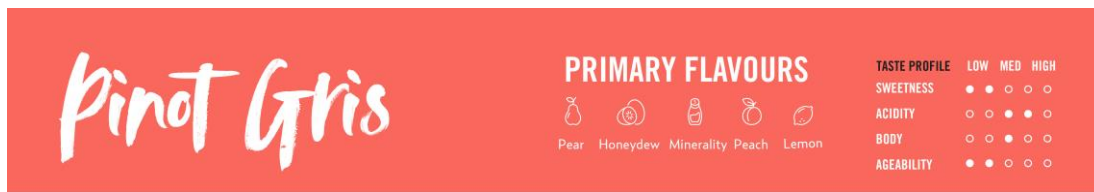




APRIL IS BC WINE MONTH

It's officially spring AND BC Wine Month, which makes it an exciting time to try fresh new release wines. What's your favourite so far? Did you know that the top white varietals planted in BC are Pinot Gris and Chardonnay? Can you guess how many BC Pinot Gris and BC Chardonnay wines are listed on the Wines of BC Explorer App?



- a) 10 - 75 listings
- b) 100 - 150 listings
- c) 200 - 250 listings
- d) 350 - 400 listings



- a) 10 - 75 listings
- b) 100 - 150 listings
- c) 250 - 300 listings
- d) 300 - 350 listings

PRO TIP: You can find the answer in our [Wines of BC Explorer](#) app AND if you take the taste test, it will recommend which one is best suited for you!

CELEBRATE BC WINE MONTH



Every sip counts! Join us in celebrating 30 great days of BC wine. Savour bright, handcrafted BC wines with extraordinary flavours.

There's lots happening throughout the month to help celebrate! Discover new outside winery experiences, enter to win a trip for two to BC Wine Country, explore best-of BC wine lists, enjoy discounts at [Wines of British Columbia Save-On-Foods'](#) wine departments, learn more with our Behind the Wine influencer series and so much more. Visit us on the webpage or follow us on social to stay in the know.

WINEBC.COM

[FACEBOOK](#)

[INSTAGRAM](#)

SMALL BUT MIGHTY - AND WORTH EVERY DROP!



"One myth often heard in the backdrop conversation among the BC wine world is that BC wine is expensive. In reality BC wine isn't expensive at all." Learn more about why BC wine is priced the way it is.

[READ THE BLOG](#)

WIN A BC WINE TRIP FOR TWO



Dreaming of excitement and adventure? Enter our spring contest now to win a three-day BC wine adventure trip for two! Earn extra entries by downloading and creating lists in the Wines of BC Explorer App! Don't forget to come back summer, fall and winter for more opportunities to win.

[ENTER NOW](#)

DREAM. EXPLORE. DISCOVER.



Warmer weather, longer days, golden evenings. It's the perfect time to discover BC wine country locally or start planning your future visit. Can't visit just yet? You can still explore BC's wine regions by choosing BC Wine and supporting your local farmers and winemakers. You can uncover personalized recommendations, best-of lists and shipping promotions through our Wines of BC Explorer app.

In addition to safe outdoor wine experiences and patios, BC wineries can continue to offer tastings provided they follow existing protocols. Thank you for supporting BC wineries this BC Wine Month.

[ANDROID](#)

[DOWNLOAD](#)

[APPLE DOWNLOAD](#)

[LEARN](#)

[MORE](#)



PARTICIPATING SHOPS



Special thank you to all the shops who are supporting local BC wine farmers for BC Wine Month. Give your neighbourhood store free promotion! If you see them supporting BC Wine Month, share a picture on social using #BCWineLife.

ANSWER KEY

Pinot Gris c) 200 - 250
There are *231 Pinot Gris listings

Chardonnay d) 300 - 350
There are *304 Chardonnay listings



[Unsubscribe](#)

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