



## AUGUST IS ROSÉ MONTH

In August we celebrate Rosé month (because we love it!) - keep reading to discover what is new and exciting in local BC Rosé wines this year.

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## TEST YOUR WINE WISDOM



Rosé wines have become quite popular in the past few years. Because of their vibrant acidity and fresh flavours, these wines not only are extremely food friendly, but also provide the perfect patio sipper. According to the Wines of

BC Explorer App, how many BC rosé wines are now available to be enjoyed?

- a) 127
- b) 315
- c) 524

Scroll to the bottom to see the answer.

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## BC ROSÉ ON A ROLL BY TIM PAWSEY



"Rosé has gone mainstream. Nowadays pink wines appeal to more people than ever—including even ... guys! All of which explains why, around the world, rosé sales are booming." For expert insights and amazing rosé recommendations, read more of Tim's blog.

[READ THE BLOG](#)

In August, delicious BC Rose wine is on sale at [Save-On-Food locations](#). At first blush, there's never been a better time to find a great new love.

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## BC WINE MAKER SERIES: SUMMER



Ever wondered what (and who) it takes to create BC's spectacular wines? As part of our 'Year in the Life' feature, hear from BC's winemakers and growers as they talk through the summer season.

BC's thriving wine industry attracts talented winemakers from across Canada and around the world. Each of these trained professionals has brought his or her knowledge, passion and fresh ideas to our wine communities helping to shape an identity and style unique to British Columbia.

There is more to each beautiful glass of wine than meets the eye, discover how BC local winemakers make each one so unique.

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# WIN AN EXCITING BC WINE ADVENTURE!



**A Year  
IN THE LIFE  
CONTEST**

**WIN!** You could win an exciting three-day BC wine country adventure for two.

Summertime in the vineyard is an exciting time of year with warmer weather, longer days, and golden evenings. With so much to see and do, we would love to help you plan your future visit, and here is how you can!

The prize package includes roundtrip air transportation, 2 nights' accommodation, 3-days of wine activities including tastings and behind the scenes tours, and 3 daily meals. All in beautiful British Columbia wine country!

[ENTER TO WIN](#)

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# THE WINES OF BC EXPLORER APP: MAPPING IT OUT FOR YOU



Planning your safe and fun future winery visit has never been easier with the new Wines of BC Explorer app map feature! Look for the map icon to find winery options that are right for you, patios and picnic areas, private tastings, pet friendly locations or advance reservation requirements.

Be sure to visit our [Know Before You Go](#) page on WineBC.com for up-to-date information on how BC wineries are providing elevated winery experiences that ensure the health and safety of their staff, the community and you.

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## Wine Wisdom Answer Key

1. **Answer:** c. There are currently 524 rosé wines listed in the Wines of BC Explorer App. Each showing a match percentage to your personal taste profile.



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