

MEDIA KIT

THE WINES OF BRITISH COLUMBIA

Savour this place



WINES OF
BRITISH COLUMBIA
winebc.com

THE WINES OF BRITISH COLUMBIA

British Columbia is a very special place for wine and, thanks to a handful of hard-working visionaries, our vibrant industry has been making a name for itself nationally and internationally for the past 25 years.

In 1990, the Vintner's Quality Alliance (VQA) standard was created to guarantee consumers they were drinking wine made from 100% BC grown grapes. Today, BC VQA Wines dominate wine sales in British Columbia, and our wines are finding their way to more places than ever before, winning over both critics and consumers internationally.

The *Wines of British Columbia* truly are a reflection of the land where the grapes are grown and the exceptional people who craft them. We invite you to join us to savour all that makes the *Wines of British Columbia* so special.

"YOUR WINES ARE
SENSATIONAL!"

~ STEVEN SPURRIER

"BC WINE OFTEN HAS
A RADICAL FRESHNESS
AND A REMARKABLE
ABILITY TO DEFY
THE CONVENTIONAL
CATEGORIES OF TASTE."

~ STUART PIGOTT

"WHAT I LOVE MOST
ABOUT BC WINES IS THEY
MIMIC THE PLACE, THEY
MIMIC THE PURITY. YOU
LOOK OUT AND FEEL THE
AIR, TASTE THE WATER
AND LOOK AT THE LAKE
AND YOU CAN'T HELP
BUT BE STRUCK BY A
SENSE OF PURITY AND
IT CARRIES OVER TO
THE WINE. THEY HAVE
PURITY AND A SENSE OF
WEIGHTLESSNESS WHICH
IS VERY ETHEREAL AND
CAPTIVATING."

~ KAREN MACNEIL

DID YOU KNOW?

- British Columbia's Vintners Quality Alliance (BC VQA) designation celebrated 25 years of excellence in 2015.
- BC's Wine Industry has grown from just 17 grape wineries in 1990 to more than 275 today (as of January 2017).
- There are more than 10,200 acres (4,130 hectares) of vines in British Columbia's five geographical indications (GI) more commonly referred to as designated viticultural areas (DVA): Okanagan Valley, Similkameen Valley, Fraser Valley, Vancouver Island, the Gulf Islands and beyond.
- Warmer and more arid than Napa Valley, the Okanagan Valley gets nearly two hours more sunlight per day than Napa during the peak of the July and August growing season.
- The most planted red grapes are:
 - Merlot
 - Pinot Noir
 - Cabernet Sauvignon
 - Cabernet Franc
 - Syrah / Shiraz
 - Gamay Noir
- The most planted white grapes are:
 - Pinot Gris
 - Chardonnay
 - Gewürztraminer
 - Riesling
 - Sauvignon Blanc
 - Pinot Blanc
 - Viognier
- BC VQA Wines are frequent winners of prestigious awards, receiving more than 1,200 awards* in 2016.
**This reflects the number won in just 16 BCWI consolidated competitions.*
- The BC Wine Industry contributes \$2.8 billion annually to British Columbia's economy.
- Each year, BC's wineries welcome more than 1,000,000 visitors.
- WineBC.com offers wine tourists an interactive tour guide to make planning their wine country getaways easier than ever.



WHAT MAKES BRITISH COLUMBIA UNIQUE?

YES, CANADA MAKES WINE. GREAT WINE.

Internationally, it surprises many people that British Columbia even produces wine. Being so far north, above 49° latitude, the logical thought is that it must be too cold. Even those who accept that wine is made here expect it to be a marginal cool climate region, but British Columbia is like no other place on earth when it comes to growing grapes. BC has the unique combination of extreme heat and cold that results in intense fruit-driven, fresh and structured wines.

NOT A COOL CLIMATE?

With the vineyards north of 49° latitude, you would expect a very cool climate similar to other wine producing areas at this latitude, like the Champagne region of France and much of Germany that are indeed very chilly places to grow grapes. The Okanagan Valley and Similkameen Valley, where most of British Columbia's grapes are grown, belie their location and instead of being cool have a unique climate best described as a short, hot growing season with desert-like conditions.

IT'S A DESERT

While grapes are grown in many parts of southern British Columbia, 90% of all vineyards are in the Okanagan Valley and Similkameen Valley, a four-hour drive east from the city of Vancouver. Between Vancouver and wine country is the Coastal Mountain Range. These impressive mountains strip the moisture from the weather that comes from the Pacific Ocean and, while Vancouver is a coastal city, the Okanagan and Similkameen enjoy dry, desert-like conditions. Annual precipitation (combined rainfall and snow) levels range between 318 mm (12 inches) in Osoyoos on the USA border and 415 mm (16 inches) in Kelowna, 100 km (62 miles) to the north. The dry desert region of the south Okanagan Valley is the northern point of the network of deserts that stretch right through the USA and into Mexico. Low rainfall and lots of sunshine make it easy to farm sustainably and help produce pure, intensely fruit-driven wines.



Black Creek
Courtenay/Comox
Alberni Valley
Parksville
Nanaimo
Cowichan Valley
Saanich Peninsula
Victoria
Sooke

Thetis Island
Salt Spring Island
Pender Island
Saturna Island
Denman Island
Hornby Island
Quadra Island

Sechelt
Vancouver
Richmond
Delta
New Westminster
Surrey
Langley / Aldergrove
Abbotsford

Keremeos
Cawston

Lake Country
Kelowna
West Kelowna
Peachland
Summerland
Naramata
Penticton
Kaleden
Okanagan Falls
Oliver
Osoyoos

Official Sub-Region
Golden Mile Bench

Shuswap
Prince George
Lillooet
West Kootenays
Kamloops

GRAPEGROWING REGIONS AROUND THE WORLD

Growing Degree Days (measured in Celsius) is defined as the sum of the monthly mean temperature.

OVER 10°C (50°F) DURING THE GROWING SEASON

Fraser Valley, BC	900
Geisenheim, Germany	1,050
Epernay, France (Champagne)	1,050
Cowichan Valley (Vancouver Island), BC	1,100
Marlborough, New Zealand ...	1,200
Kelowna, BC	1,155
Naramata, BC	1,320
Burgundy, France	1,320
Yarra Valley, Australia	1,360
Similkameen Valley, BC	1,360
Okanagan Falls, BC	1,405
Yakima, Washington	1,426
Napa, California	1,450
Niagara, Ontario	1,450
Golden Mile (Oliver), BC	1,485
Black Sage Road (Osoyoos), BC	1,535

GOING TO THE EXTREMES

It gets very hot and yet it can get very cold in British Columbia vineyards, and often on the same day. The diurnal temperature swing between day and night can be as much as 30°C (86°F) or more, something very rare anywhere else in the world. Temperatures in the winter can dip below -20°C (-4°F) and then hit +40°C (104°F) in the summer. Grapegrowing in British Columbia is about extremes. The cool nights have a big impact on wine quality. While the sun and heat create intense fruit flavours in the wines, the cool nights preserve natural acidity keeping the wines fresh and lively – a signature trait of the *Wines of British Columbia*.

LET THE SUN SHINE

The northern latitude also has a big advantage when it comes to sunlight. During the peak of the growing season, British Columbia vineyards will see as much as two hours more sunlight per day than famed regions such as Napa Valley in California. This is like the vines enjoying an extra day of sunshine every week and, because of this, the vines rarely have trouble producing ripe, intensely flavoured fruit, and are able to do it over a shorter number of days.

A SHORT, HOT GROWING SEASON

The combination of dry conditions, hot days and long daylight hours with lots of sunlight means the Okanagan Valley and Similkameen Valley have a condensed, hot and intense growing season. Budbreak can start weeks after places like Bordeaux in France but harvest will often take place around the same time between September and October. This short, hot growing season is unique to British Columbia; there isn't anything else like it in the world.

BRITISH COLUMBIA IN A BOTTLE

This unique climate makes unique wines. The *Wines of British Columbia* have bright natural acidity along with ripe fruit with pure and intense flavours. There is also natural tannin structure in the red wines that gives great ability to age. Our wines offer great acid, tannin, fruit and concentrated flavours – naturally.

DIVERSE TERROIR



FROM COAST TO DESERT

Even though much of the grapegrowing is concentrated within the Okanagan Valley and Similkameen Valley regions, there is a diverse group of other terroirs making interesting wine in British Columbia. On the coast, the regions of Vancouver Island, Gulf Islands and the Fraser Valley all enjoy a moderate, maritime climate. New frontiers for grapegrowing are also appearing inland including Spallumcheen/Shuswap, Kamloops, Lillooet, Lytton, Creston, Trail, Castlegar and Grand Forks.

THE AIR UP HERE

An often-forgotten fact about British Columbia wine regions is that significant altitude is involved. Vineyards range from around 300 metres altitude near Osoyoos up to around 600 metres for some hillside vineyards near the town of Oliver. The Similkameen vineyards range from about 400 to 480 metres. In many countries, these would be considered high-altitude vineyards, yet another extreme in the diversity of British Columbia's terroir.

DIGGING DEEP

The vineyards of British Columbia have an interesting geological history. The Okanagan Valley and Similkameen Valley have a diverse range of soils formed by everything from volcanic to glacial action. A complex mix of soil formations, structures and types is the result and soils can vary considerably even within a small area. Driving through the Okanagan or Similkameen and looking at the steep rocky cliffs, you get an idea of the diversity of soils that underlie the vineyards, which have been shaped by years of sedimentation, stream and meltwater deposits, glacial till, windblown deposits and colluvial action.

2016 AWARDS

26TH NEW WORLD INTERNATIONAL WINE COMPETITION

BEST OF VARIETAL / CLASS / GOLD

- Noble Ridge Vineyard & Winery 2014 Mingle BC VQA Okanagan Valley

BEST OF CLASS / GOLD

- Church & State Wines 2013 Coyote Bowl 2nd Chapter Vineyard Syrah BC VQA Okanagan Valley
- Church & State Wines 2014 Lost Inhibitions BC VQA Okanagan Valley

23RD CHARDONNAY DU MONDE

GOLD

- Kalala Organic Estate Winery 2013 Chardonnay Icewine BC VQA Okanagan Valley

47TH INTERNATIONAL WINE & SPIRIT COMPETITION 2016

GOLD OUTSTANDING

- Inniskillin Okanagan Vineyards 2012 Dark Horse Riesling Icewine BC VQA Okanagan Valley

GOLD

- Mission Hill Family Estate Winery 2014 Terroir Collection No. 17 Silver Ranch Riesling BC VQA Okanagan Valley
- Steller's Jay 2009 Brut BC VQA Okanagan Valley

33RD INTERNATIONAL WINE CHALLENGE

SILVER

- Meyer Family Vineyards 2014 Pinot Noir BC VQA Okanagan Valley
- Bench 1775 Winery 2014 Whistler Viognier Ice Wine BC VQA Okanagan Valley

31ST ANNUAL PACIFIC RIM INTERNATIONAL WINE COMPETITION 2016

BEST OF CLASS / GOLD

- Backyard Vineyards 2015 Nosey Neighbour White BC VQA Fraser Valley

13TH DECANTER WORLD WINE AWARDS

PLATINUM

- CedarCreek Estate Winery 2014 Platinum Block 3 Riesling BC VQA Okanagan Valley

GOLD

- CedarCreek Estate Winery 2014 Platinum Block 5 Chardonnay BC VQA Okanagan Valley
- Nk'Mip Cellars 2013 Qwam Qwmt Merlot BC VQA Okanagan Valley
- Quails' Gate 2013 Stewart Family Reserve Chardonnay BC VQA Okanagan Valley
- See Ya Later Ranch 2013 Rover BC VQA Okanagan Valley
- Tinhorn Creek 2014 Chardonnay BC VQA Okanagan Valley

34TH DAN BERGER'S INTERNATIONAL WINE COMPETITION

CHAIRMAN'S AWARD

- Lake Breeze Vineyards 2014 Semillon BC VQA Okanagan Valley

GOLD

- Bench 1775 Winery 2014 Whistler Viognier Icewine BC VQA Okanagan Valley
- Red Rooster Winery 2015 Reserve Pinot Gris BBC VQA Okanagan Valley
- Red Rooster Winery 2015 Reserve Gewurztraminer BC VQA Okanagan Valley
- Red Rooster Winery 2015 Pinot Gris BC VQA Okanagan Valley

10TH SYRAH DU MONDE 2016

SILVER

- Burrowing Owl Estate Winery 2013 Syrah BC VQA Okanagan Valley
- Sandhill 2013 Small Lots Syrah Phantom Creek Vineyard BC VQA Okanagan Valley
- Moon Curser Vineyards 2013 Contraband Series Syrah BC VQA Okanagan Valley

77TH LOS ANGELES INTERNATIONAL WINE AWARDS 2016

BEST OF CLASS / GOLD

- Moon Curser Vineyards 2013 Carmenere BC VQA Okanagan Valley (Silver – Series)

36TH ALL CANADIAN WINE CHAMPIONSHIPS 2016

TROPHY: BEST RED WINE OF THE YEAR / DOUBLE GOLD

- Deep Roots Winery 2014 Syrah BC VQA Okanagan Valley

TROPHY: BEST WHITE WINE OF THE YEAR / DOUBLE GOLD

- Arrowleaf Cellars 2015 Riesling BC VQA Okanagan Valley

36TH SAN FRANCISCO INTERNATIONAL WINE COMPETITION

BEST VERIETAL

- Mission Hill Family Estate Winery 2015 Pinot Grigio BC VQA Okanagan Valley
- Poplar Grove Winery 2013 Cabernet Franc BC VQA Okanagan Valley

DOUBLE GOLD

- Burrowing Owl Estate Winery 2013 Cabernet Sauvignon BC VQA Okanagan Valley
- Cassini Cellars 2012 Maximus BC VQA Okanagan Valley

- Fort Berens Estate Winery 2015 Riesling BC VQA British Columbia
- Indigenous World Winery 2013 Hee-Hee-Tel-Kin Red BC VQA Okanagan Valley
- Jackson-Triggs Okanagan Estate 2012 SunRock Illumina BC VQA Okanagan Valley
- Nk'Mip Cellars 2014 Qwam Qwmt Pinot Noir BC VQA Okanagan Valley
- Mission Hill Family Estate Winery 2014 Reserve Riesling Icewine BC VQA Okanagan Valley
- See Ya Later Ranch 2015 Pinot Gris BC VQA Okanagan Valley
- Steller's Jay 2009 Brut BC VQA Okanagan Valley
- Summerhill Pyramid Winery NV Cipes Brut BC VQA Okanagan Valley
- Summerhill Pyramid Winery 2012 Cabernets BC VQA Okanagan Valley

16TH WINE ALIGN NATIONAL AWARDS OF CANADA

BEST PERFORMING SMALL WINERY OF THE YEAR (10,000 Cases or Less)

- Lake Breeze Vineyards

19TH MONDIAL DES PINOTS

GOLD

- Arrowleaf Cellars Solstice Pinot Noir 2014 BC VQA Okanagan Valley

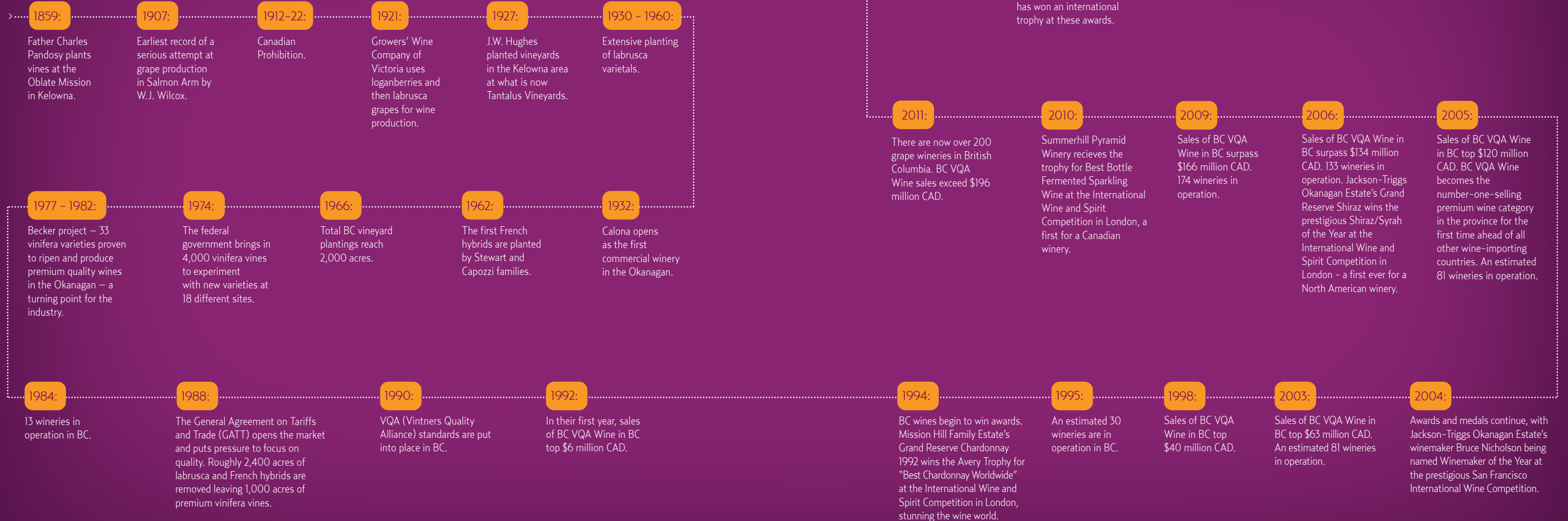
INTERVIN INTERNATIONAL WINE AWARDS

CANADIAN WINERY OF THE YEAR

- Nk'Mip Cellars

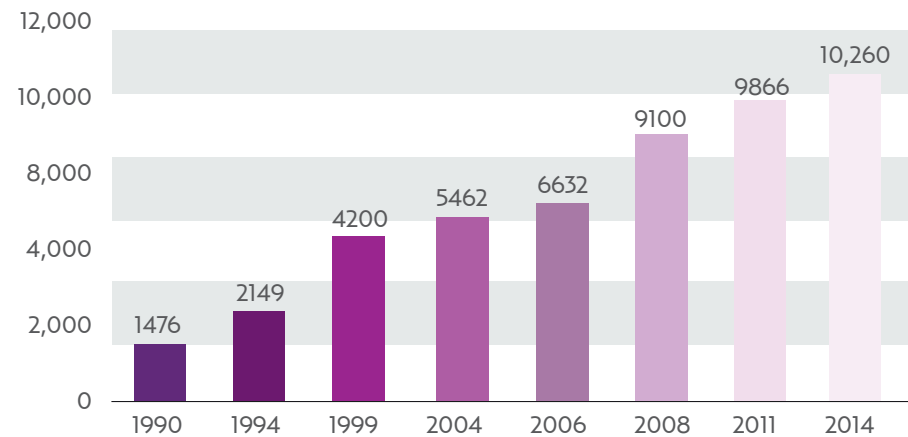
HISTORY OF THE WINES OF BRITISH COLUMBIA

Since the birth of the modern BC Wine Industry from signing the free trade agreement, vast improvements have been made in understanding the unique BC terroir and the quality of wines has improved rapidly.



PAST, PRESENT & FUTURE

VINEYARD ACREAGE



GROWTH IN NUMBERS OF GRAPE WINERIES

2016	275*
2015	255
2014	232
2013	217
2012	212
2011	201
2010	182
2009	170
2008	154
2007	134
2006	131
2005	119
2004	102
2003	87
2002	72
2001	66
2000	60
1995	32
1990	17

*December 2016

THE PAST

Even with a history of growing grapes for over 100 years, the modern BC wine industry we see today is quite new, really only beginning in the early 1990s. Before this time, with the exception of a few industry pioneers, most of the grapes were hybrids and the focus was on quantity rather than quality.

In the 1990s everything changed with the signing of NAFTA (North American Free Trade Agreement) between Canada and the United States. From this point, the only way to compete was on quality and the subsequent planting of quality vinifera varieties saw the beginning of the modern industry.

With the onset of free trade, the government gave the option for growers to remove their vines and plant a different crop. Two-thirds of the grape acreage was removed leaving only approximately 1,000 acres of grapes, only half of which was estimated to be quality vinifera grapes.

THE PRESENT

Being a young industry and planting grapes in new locations, the initial wines attempted to mimic some of the tried and true styles and techniques from other more established regions in the world. This met with limited success as one cannot simply apply the recipe of one area to the unique conditions of BC's wine regions.

Now with more than 25 years of experience testing different theories and figuring out the right place for the right grape, a true BC style of wine is being established. The exciting potential of BC wine has attracted talented winemakers and grapegrowers from around the world. Plantings boomed in the late 2000s increasing the overall acreage by 50%.

With many grapegrowers and winemakers having been involved in 10, 20 or more vintages, there is starting to be a great understanding of the unique British Columbian terroir. Now established as a quality wine region, the wines continue to gain in complexity and excellence as experience, ambition and vine age combine to make ever better wine.

THE FUTURE

With a focus on terroir-driven wines, the industry is looking towards creating more sub-appellations. In 2015, the Golden Mile Bench became the first official sub-appellation in BC and there are many more wanting to follow in their footsteps.

With our reputation for quality wines, there has been increased demand for exporting the *Wines of British Columbia* and we expect to see strong growth in many key markets including the USA, Hong Kong, China and the UK.

THE PIONEERS

With the large number of wineries existing today, it is easy to focus on just the exciting developments happening now, forgetting how British Columbian wine got to this point. There are many fascinating stories along the way.

Dick Stewart of the Stewart family, owners of Quails' Gate Winery, started planting grapes before there was a bridge between Kelowna and the west side of Okanagan Lake. Most of it was hybrid varieties but one mis-order turned out to be the vinifera variety Chasselas, which he planted in 1961 and continues to be one of Quails' Gate Winery's best sellers. Earlier unsuccessful attempts with vinifera had been made close to Kelowna International Airport by the Rittich family. The problem early on was that the vine spacing was too wide with too much crop expected from each plant, something that made them weak when the winter freeze hit.

More grapes were planted in the 1960s by the likes of George and Trudy Heiss of Gray Monk Estate Winery, while Andrew Peller had already planted a vineyard in the Similkameen in 1959 before going on to plant the renowned Inkameep Vineyard in Oliver in the early 1970s. The 1970s was the first time vinifera grapes started to take hold. Riesling vines at what are now Tantalus Vineyards and Sperling Vineyards, both in Kelowna, were planted in 1978.

In the 1980s, Sumac Ridge Estate Winery, Gray Monk Estate Winery and what is now CedarCreek Estate Winery were some of the first on the scene followed by Gehringer Brothers Estate Winery and what is now See Ya Later Ranch. All these pioneers have sacrificed, with many trials and many errors to figure out what works in the vineyard, shaping the industry we see today.

BC VQA | 100% BC GRAPES

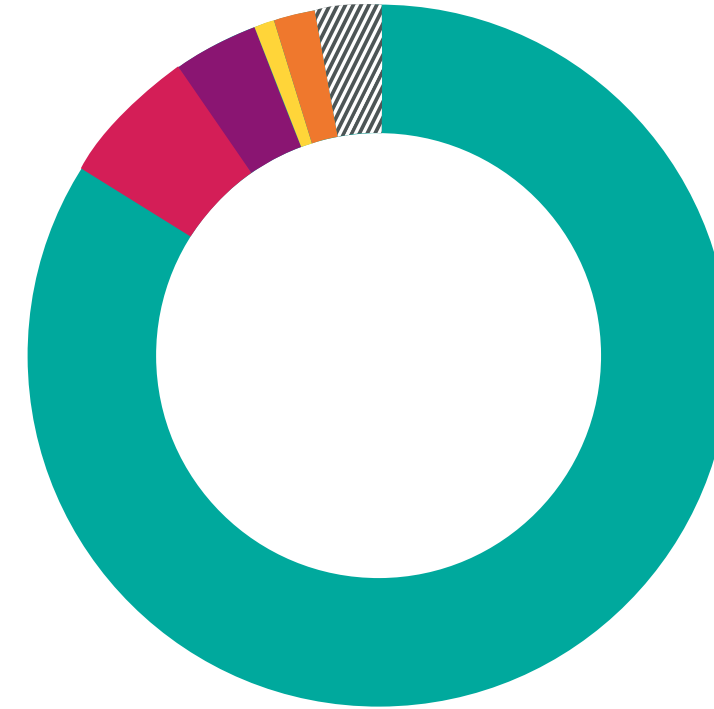
British Columbia's Vintners Quality Alliance (BC VQA) is an appellation of origin system developed in 1990. Similar to those around the world, the BC VQA designation is a guarantee that you are purchasing 100% BC wine. BC VQA certified wines are also tasted by a qualified panel to ensure that they are fault free prior to being able to use BC VQA on their labels.

The BC VQA program is operated by the BC Wine Authority, a completely independent regulatory body established by the province to oversee and enforce the Wines of Marked Quality Regulation.

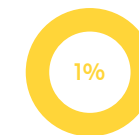
BRITISH COLUMBIA'S VINEYARD ACREAGE

The official name for wine regions in British Columbia is Geographical Indications (GI).

Five specific regional GIs can be used on labels of BC VQA Wine. If the grapes come from outside one of these GIs, or are blends from more than one GI, they will be labelled British Columbia.



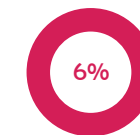
VANCOUVER ISLAND



GULF ISLANDS



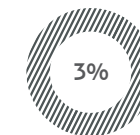
FRASER VALLEY



SIMILKAMEEN VALLEY



OKANAGAN VALLEY



EMERGING REGIONS



OKANAGAN VALLEY

OKANAGAN VALLEY 174 LICENSED WINERIES

CALONA VINEYARDS
WAS THE 1ST WINERY
OPENED IN 1931

TOP GRAPES PLANTED

- MERLOT
- PINOT GRIS
- PINOT NOIR
- CHARDONNAY
- CABERNET SAUVIGNON
- GEWÜRZTRAMINER
- CABERNET FRANC
- SYRAH
- RIESLING
- SAUVIGNON BLANC

8,620 ACRES PLANTED
IN THE REGION

OKANAGAN VALLEY

The Okanagan Valley is synonymous with BC wine as it is by far the largest region, comprising, 84% of all BC's vineyards and is home to the majority of its wineries. The climate is one of extremes, with temperatures as low as -20°C (-4°F) in the winter and as high as +40°C (104°F) in the summer. The growing season is typically short and hot with lots of sunshine and long days and low rainfall thanks to the moisture-stripping Coastal Mountain Range. The vineyards are mostly planted on the low slopes of the sometimes steep valley walls.

The north-south direction of the Okanagan Valley results in vineyards on both the east and west sides of the valley. The east side is much warmer than the west side of the valley as it receives the hot afternoon sun long into the evening. There can be ripening differences of as much as two weeks for the same variety at the same latitude depending on which side of the valley it is planted.

The dry conditions have benefits and challenges. Because of low rainfall and snowfall, irrigation is essential. Pest and disease pressure is low due to the low levels of humidity and, because of this, organic viticulture is becoming increasingly popular. The big challenge is when the dry conditions combine with clear nights, losing the effect of clouds holding in heat, and cold arctic air flows in from the north that can send temperatures plunging and kill buds or even entire vines. The series of lakes beginning at Osoyoos Lake at the USA border through most areas of the Okanagan Valley provides some natural moderation of the harsh climate, protecting vineyards from spring and fall frosts and extremes of winter cold. Some areas, such as most of the vineyards around Oliver, do not have the protection of the lakes and can be more prone to temperature extremes, both hot and cold.

Because of the large size of the Okanagan Valley, there are moves being made to divide the region into sub-GIs to reflect the varying climate and grape varieties that are successful in the different parts of the valley.

Sub-Regions of the Okanagan – The Next Phase in BC Terroir

The next phase in further identifying and understanding British Columbia terroir is to create sub-regions within the large Okanagan Valley linked to unique climates, soil types and resultant wine styles. So far, only one sub-GI has been created, the Golden Mile Bench in Oliver.

In addition to the creation of sub-regions, many wineries also identify single-vineyard wines.

The development of single-vineyard wines in British Columbia is not limited to small producers, but is a product of wineries, even those with many vineyards, putting a focus on terroir. It's a realization that some sites will naturally produce higher quality wines. These lots are being harvested, made and bottled separately and labelled with the vineyard name. In order to be labelled as a single-vineyard wine under the Wines of Marked Quality Regulation, 100% of the grapes must be sourced from the named vineyard.

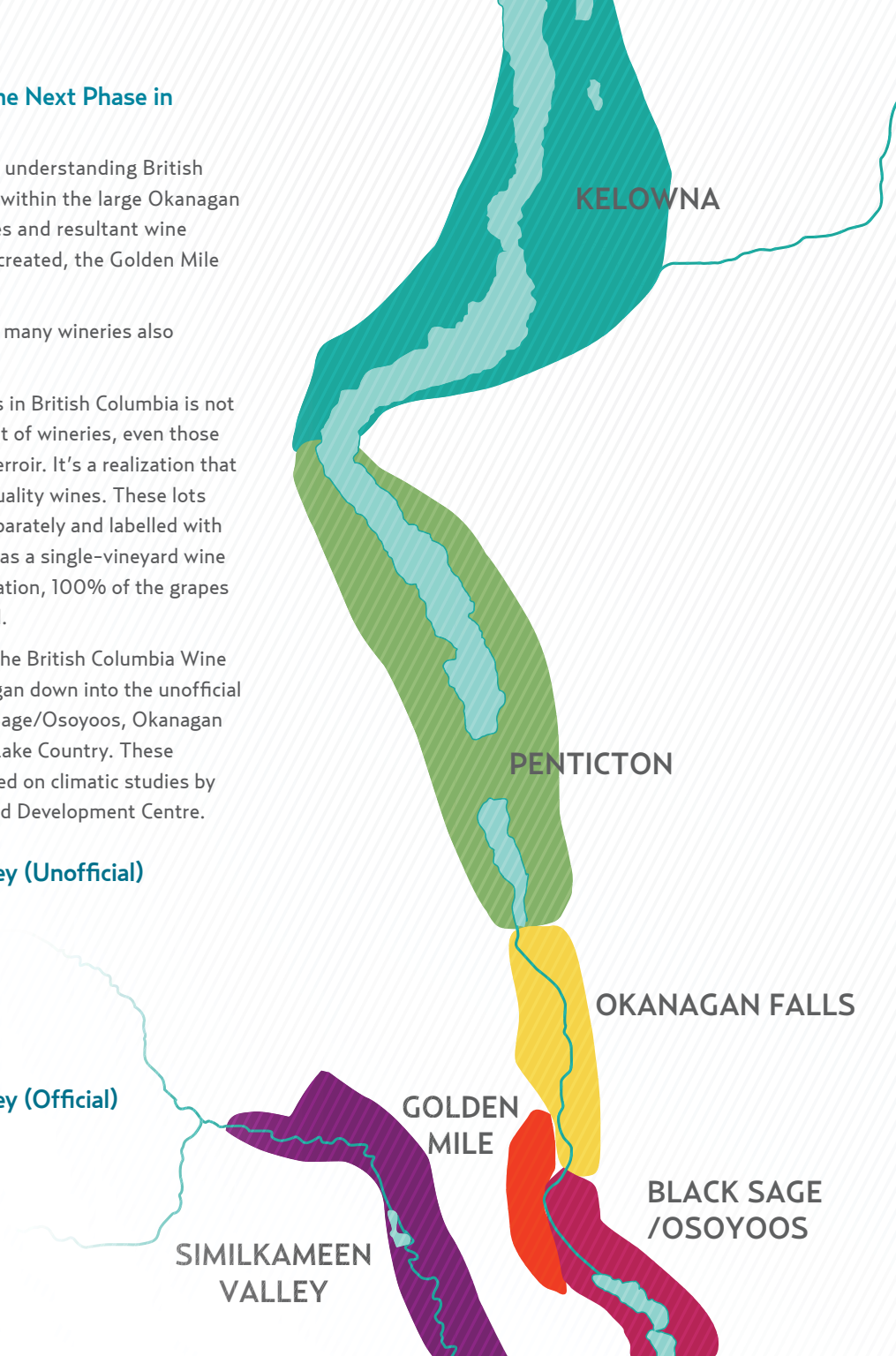
Although only one official sub-GI exists, the British Columbia Wine Institute (WineBC.org) breaks the Okanagan down into the unofficial sub-regions (from south to north) Black Sage/Osoyoos, Okanagan Falls, Naramata/Penticton and Kelowna/Lake Country. These unofficial sub-regions were identified based on climatic studies by scientists at the Summerland Research and Development Centre.

Sub-Regions of the Okanagan Valley (Unofficial)

- Black Sage Bench / Osoyoos
- Okanagan Falls / North Oliver
- Naramata / Penticton
- Kelowna / Lake Country

Sub-Regions of the Okanagan Valley (Official)

- Golden Mile Bench



SURFICIAL DEPOSIT LEGEND - TOWNSHIP MAPS

*Ages are approximate. BP means Before Present.

Recent Age (Holocene)

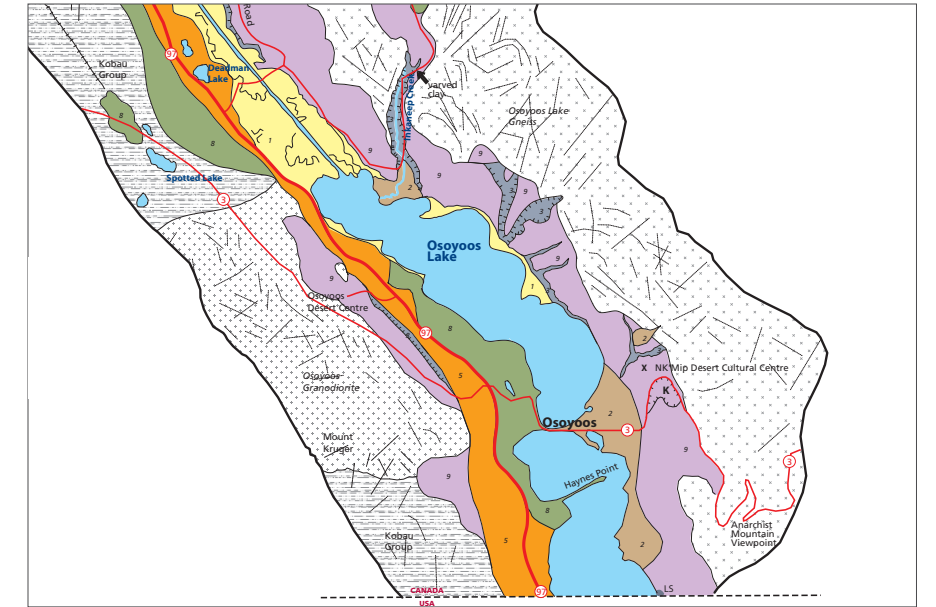
- 1 Active floodplain, fan and beach; sand, gravel, organic, (1,000 BP* to Present)
- 2 Raised beach and alluvial fan; sand, gravel (8,000 to 1,000 BP*)
- 3 Steep slope in bedrock or surficial deposit, colluvium, landslide designated LS (12,000 BP* to Present)
- 4 Pre-historic channel of Okanagan River, sand, gravel (4,000 to 1,000 BP*)
- 5 Alluvial terraces, bars and fans; ancestral streams related to flood stages of the ice dam failure near Vaseux Lake (12,000 to 8,000 BP*)

Pleistocene Age (Fraser Glaciation)

- 6 Glacial Lake Penticton Sediments, benches and terraces, silt, sand, gravel (12,000 to 10,000 BP*)
- 7 Glacial outwash, terraces, channels, sand, gravel (12,000 to 10,000 years BP*)
- 8 Kettled outwash, terraces, sand, gravel, till (12,000 to 11,000 years BP*)
- 9 Lake Oliver Sediments, terrace, bench, silt, varved clay, sand, overlain by flood deposits, outwash sand and gravel, or locally by till, diamicton, boulders, wind blown sand (20,000 to 17,000 BP*)

Pre-Fraser Glaciation Age

- 10 Buried fan, boulder gravel (18,000 BP* and older)



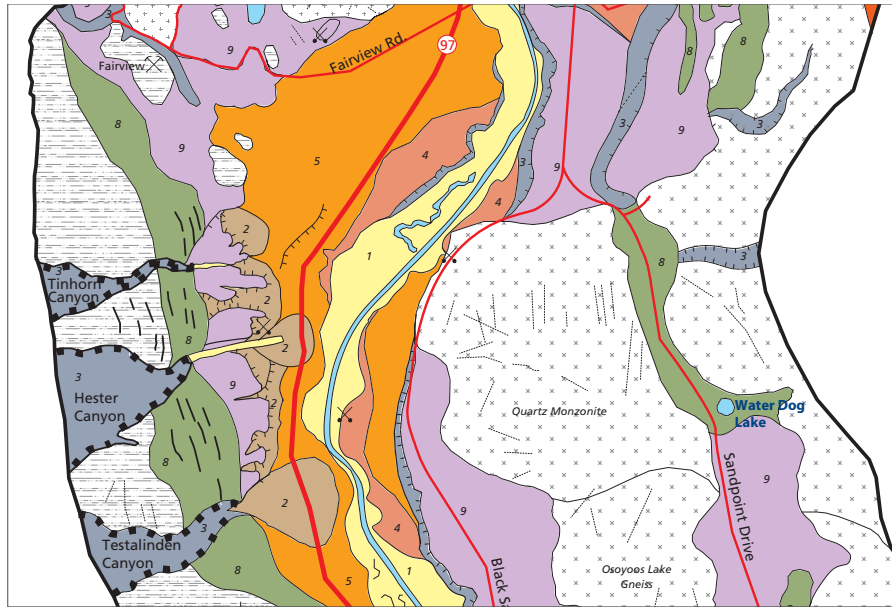
Sub-Region: Black Sage-Osoyoos

The vineyards closest to the USA border tend to be the warmest. The vineyards in this sub-region are mostly planted on the east side of Osoyoos Lake and up along the Black Sage Bench to the south end of Oliver. This area benefits from long evening sunlight hours while the Osoyoos vineyards also benefit from the protective moderating effect of the lake that sits at 276 metres above sea level.

This warm climate makes this the ideal sub-region for longer ripening red grapes such as Merlot, Cabernet Franc, Cabernet Sauvignon and Syrah/ Shiraz. This area produces around 50% of all Okanagan Valley grapes. The desert influence is obvious with few trees on the hillsides, which are dominated by wild sagebrush and other native desert plants. The vineyards are nearly all situated on deep, stone free, sandy glaciofluvial parent materials, overlying granite bedrock. The soils are rapidly drained and have very low moisture holding capacity, but are well suited to grape production.

Growing Degree Days: 1,360 to 1,630. Average: 1492

Map Credit: Murray A. Roed in Okanagan Geology South, 2011. Edited by Murray A. Roed and Robert J. Fulton. Available from Sandhill Book Distributors Ltd., Kelowna.



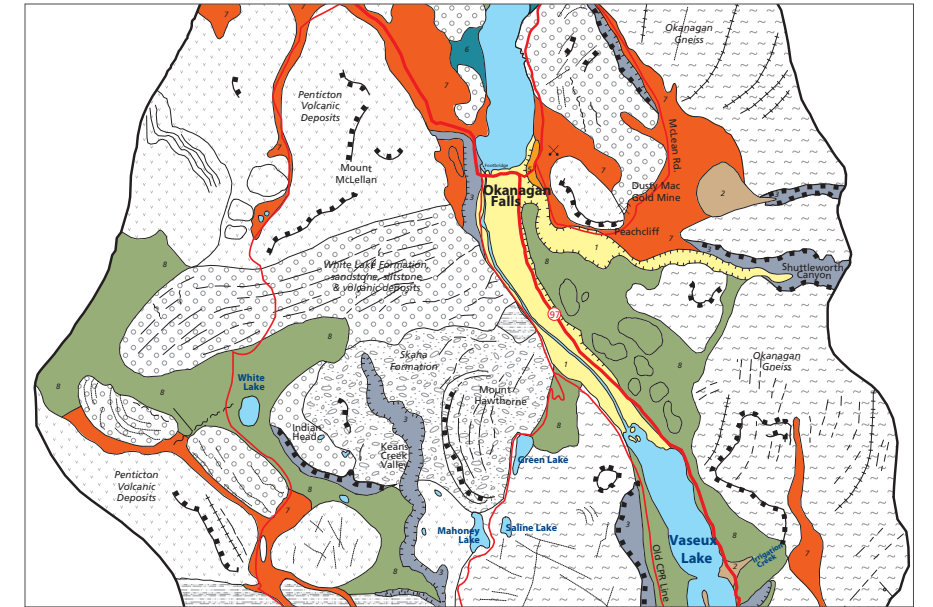
Sub-Region: Golden Mile Bench

Named BC's first official sub-GI in 2015, the Golden Mile Bench is located on the west side of the Okanagan Valley, south of the town of Oliver and almost directly opposite the 14 vineyards of the Black Sage Bench. Its southerly latitude makes it a warm region but its location on the west side of the valley means it gets morning rather than afternoon sunshine making it a cooler region than its eastern neighbour. Most of the vineyards are located on the bench with enough altitude to ensure good air drainage, avoiding the risk of spring and fall frosts.

A wide range of different grape varieties, both red and white, are successful depending on the vineyard location. Chardonnay, Gewürztraminer and Pinot Gris for white, and Merlot, Cabernet Sauvignon and Cabernet Franc for red are among the most successful varieties. Most of the soils are sited on fluvial fans that were deposited against an ice lobe that filled the bottom of the valley during the last glacial episode. The soils are mostly dark brown, stony, gravelly sandy loams or gravelly loamy sands. Some newly planted vineyards are at altitudes of up to 600 metres.

Growing Degree Days: 1,340 to 1,630. Average: 1,484

Map Credit: Murray A. Roed in Okanagan Geology South, 2011. Edited by Murray A. Roed and Robert J. Fulton. Available from Sandhill Book Distributors Ltd., Kelowna.



Sub-Region: Okanagan Falls-North Oliver

Okanagan Falls and the north end of Oliver mark the transition from the hot, South Okanagan vineyards to those of the more moderate Central Okanagan area. The vineyards lie on both sides of the valley with the majority on the eastern side north of Oliver and above Vaseux Lake. The lake has a positive impact moderating the temperature of nearby vineyards.

A number of different aspects and elevations exist, making for a wide range of successful varieties. The vineyards are sited on deep, sandy, glaciofluvial parent materials. Bedrock is dominated by gneiss and granite. In some of the cooler, higher elevation vineyards and those near Vaseux Lake, white varieties such as Riesling, Chardonnay and Gewürztraminer are successful along with earlier ripening Pinot Noir and Gamay. The warmer areas near Oliver do not have the moderating impact of the lake and are more suited to Merlot and Cabernet Franc.

Growing Degree Days: 1,320 to 1,490. Average: 1,407

Map Credit: Murray A. Roed in Okanagan Geology South, 2011. Edited by Murray A. Roed and Robert J. Fulton. Available from Sandhill Book Distributors Ltd., Kelowna.

SURFICIAL DEPOSIT LEGEND - TOWNSHIP MAPS

*Ages are approximate. BP means Before Present.

Recent Age (Holocene)

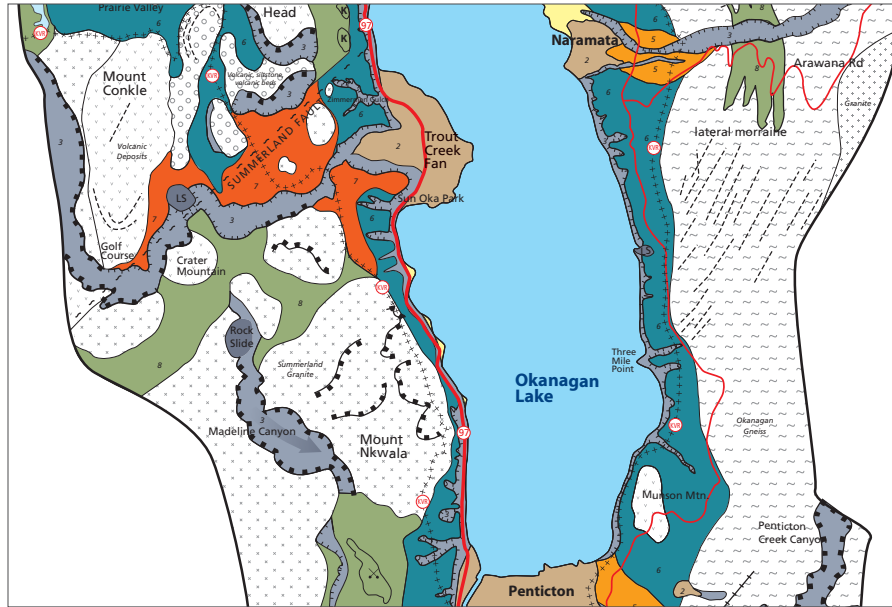
- 1 Active floodplain, fan and beach; sand, gravel, organic, (1,000 BP* to Present)
- 2 Raised beach and alluvial fan; sand, gravel (8,000 to 1,000 BP*)
- 3 Steep slope in bedrock or surficial deposit, colluvium, landslide designated LS (12,000 BP* to Present)
- 4 Pre-historic channel of Okanagan River, sand, gravel (4,000 to 1,000 BP*)
- 5 Alluvial terraces, bars and fans; ancestral streams related to flood stages of the ice dam failure near Vaseux Lake (12,000 to 8,000 BP*)

Pleistocene Age (Fraser Glaciation)

- 6 Glacial Lake Penticton Sediments, benches and terraces, silt, sand, gravel (12,000 to 10,000 BP*)
- 7 Glacial outwash, terraces, channels, sand, gravel (12,000 to 10,000 years BP*)
- 8 Kettled outwash, terraces, sand, gravel, till (12,000 to 11,000 years BP*)
- 9 Lake Oliver Sediments, terrace, bench, silt, varved clay, sand, overlain by flood deposits, outwash sand and gravel, or locally by till, diamicton, boulders, wind blown sand (20,000 to 17,000 BP*)

Pre-Fraser Glaciation Age

- 10 Buried fan, boulder gravel (18,000 BP* and older)



Sub-Region: Naramata - Penticton

Heading further north, the area surrounding Penticton is the second coolest sub-region. The Penticton region includes vineyards around the southern end of Okanagan Lake (Naramata and Summerland) and along Skaha Lake (Kaleden and Skaha Bench). There are vineyards on the west side of the lake in Summerland and on the east side around Naramata and also on both sides of Skaha Lake.

The cooler, early shaded, east facing vineyards are well suited to white and earlier ripening red grapes. Summerland has been very successful with Gewürztraminer and Pinot Noir. Chardonnay, Pinot Gris and Merlot dominate plantings in the other areas around Penticton but Pinot Noir is also proving successful.

The soils in the Summerland area are sandy near the surface overlying glacial till. Much of the western side is volcanic soils while the east side is older bedrock, with Naramata having many pockets of clay. The vineyards are generally situated on gentle slopes with excellent air drainage and are close enough to be influenced by the lakes.

Growing Degree Days: 1,140 to 1,500. Average: 1,319 (Naramata)

Map Credit: Murray A. Roed in *Okanagan Geology South*, 2011. Edited by Murray A. Roed and Robert J. Fulton. Available from Sandhill Book Distributors Ltd., Kelowna.

SURFICIAL DEPOSIT LEGEND - TOWNSHIP MAPS

*Ages are approximate. BP means Before Present.

Recent Age (Holocene)

- 1 Active floodplain, fan and beach; sand, gravel, organic, (1,000 BP* to Present)
- 2 Raised beach and alluvial fan; sand, gravel (8,000 to 1,000 BP*)
- 3 Steep slope in bedrock or surficial deposit, colluvium, landslide designated LS (12,000 BP* to Present)
- 4 Pre-historic channel of Okanagan River, sand, gravel (4,000 to 1,000 BP*)
- 5 Alluvial terraces, bars and fans; ancestral streams related to flood stages of the ice dam failure near Vaseux Lake (12,000 to 8,000 BP*)

Pleistocene Age (Fraser Glaciation)

- 6 Glacial Lake Penticton Sediments, benches and terraces, silt, sand, gravel (12,000 to 10,000 BP*)
- 7 Glacial outwash, terraces, channels, sand, gravel (12,000 to 10,000 years BP*)
- 8 Kettled outwash, terraces, sand, gravel, till (12,000 to 11,000 years BP*)
- 9 Lake Oliver Sediments, terrace, bench, silt, varved clay, sand, overlain by flood deposits, outwash sand and gravel, or locally by till, diamicton, boulders, wind blown sand (20,000 to 17,000 BP*)

Pre-Fraser Glaciation Age

- 10 Buried fan, boulder gravel (18,000 BP* and older)



Sub-Region: Kelowna-Lake Country

The area stretching from Peachland to the north end of the Okanagan Valley is the coolest of the sub-regions. Rainfall is also approximately 50% higher than Osoyoos in the south, although still low on a global scale at around 12 inches annual precipitation.

The proximity to Okanagan Lake moderates these regions strongly keeping them cool. The cooler temperatures make the region better suited to varieties such as Riesling, Pinot Gris, Gewürztraminer, Chardonnay and Pinot Noir. This area contains some of the oldest vineyards in the Okanagan dating back to the 1960s. Good air drainage from the benches keeps the vineyards largely frost free. The soils are varied ranging from very coarse to quite fine texture.

Growing Degree Days: 950 to 1,360. Average: 1,200



SIMILKAMEEN VALLEY

SIMILKAMEEN VALLEY 19 LICENSED WINERIES

KEREMEOS VINEYARDS
(NOW CALLED ST. LASZLO)
**WAS THE 1ST WINERY
OPENED IN 1984**

TOP GRAPES PLANTED

- MERLOT
- CABERNET SAUVIGNON
- CABERNET FRANC
- CHARDONNAY
- RIESLING

**657 ACRES PLANTED
IN THE REGION**

SIMILKAMEEN VALLEY

The Similkameen Valley lies just west of Osoyoos in southern British Columbia with the majority of the vineyards around Cawston and Keremeos. It has a similar climate to the South Okanagan with hot, dry semi-desert conditions. The Similkameen Valley has 6% of BC's vineyard acreage. Running mostly west to east, rather than the north-to-south orientation of the Okanagan, the Similkameen Valley is quite varied in its terroir. Around the town of Keremeos, there are some hotter bench land vineyards but, due to the steep and sudden mountains rising above the grapes, many areas get shaded early in the day and in the dead of winter see almost no sunlight.

Moving east to the town of Cawston, there is a long, exposed, south to west-facing bench that is ideal for growing later-ripening grapes. Sunlight hours on this bench rival the best sites of the South Okanagan. In many parts of the world this would be considered high altitude viticulture with vineyards ranging from 400-480m above sea level.

The soils are often gravelly, fluvial fan based and in many areas there are lots of stones on the surface. Many vineyard soils are high in calcium carbonate giving mineral flavours to many of the wines. With no lake in the Similkameen, the region is subject to extremes of both heat and cold but the Similkameen River and a persistent and often powerful wind can help reduce temperature extremes. The wind is also significant in keeping the vineyards free of pests and diseases and partially contributes to the fact that the Similkameen has the highest density of certified organic fruits and vegetables in all of Canada.

Because of the varied climate, a wide range of grapes can be successful from Merlot, Cabernet Franc, Cabernet Sauvignon and Syrah through to earlier-ripening Gamay and Pinot Noir and white varieties Chardonnay, Riesling and Pinot Gris.

Growing Degree Days: 1,180 to 1,540. Average: 1,360

VANCOUVER ISLAND

High mountain ranges on Vancouver Island strip moisture leaving the eastern side of Vancouver Island and the Gulf Islands much drier than the Fraser Valley. While being generally cool regions, the lower rainfall and long frost-free season allows more growing degree days and a wider range of potential grape varieties including Pinot Noir, Pinot Gris, Riesling, Chardonnay, Gamay, Ortega, Müller-Thurgau, Pinot Blanc, and many others.

Vineyards on Vancouver Island are centred on the Cowichan Valley, close to the town of Duncan. There are also producers close to Nanaimo, as well as on the Saanich Peninsula, with some close to the city of Victoria.

Growing Degree Days: 900 to 1,200

GULF ISLANDS

The Gulf Islands is a small region comprised of the many islands between the mainland and Vancouver Island. The Gulf Islands region is now home to vineyards and/or wineries on Salt Spring, Pender, Saturna, Quadra and Bowen Islands. The first vineyards were planted on Saturna Island in 1995.

Growing Degree Days: 900 to 1,250, 1,050

VANCOUVER ISLAND 38 LICENSED WINERIES

ZANATTA WINERY
WAS THE 1ST WINERY
OPENED IN 1992

TOP GRAPES PLANTED

- PINOT NOIR
- PINOT GRIS
- ORTEGA
- MARÉCHAL FOCH

389 ACRES PLANTED
IN THE REGION

GULF ISLANDS 13 LICENSED WINERIES

SATURNA ISLAND
WAS THE 1ST WINERY
OPENED IN 1995

TOP GRAPES PLANTED

- PINOT NOIR
- PINOT GRIS
- ORTEGA
- MARÉCHAL FOCH

94 ACRES PLANTED
IN THE REGION



VANCOUVER
ISLAND & GULF
ISLANDS



FRASER VALLEY, THOMPSON VALLEY & EMERGING REGIONS

FRASER VALLEY 38 LICENSED WINERIES

DOMAINE DE CHABERTON
WAS THE 1ST WINERY
OPENED IN 1984

TOP GRAPES PLANTED

- SIEGERREBE
- PINOT GRIS
- PINOT NOIR
- BACCHUS

200 ACRES PLANTED
IN THE REGION

THOMPSON VALLEY 4 LICENSED WINERIES

HARPER'S TRAIL
WAS THE 1ST WINERY
OPENED IN 2012

TOP GRAPES PLANTED

- RIESLING
- CHARDONNAY
- PINOT NOIR
- MARÉCHAL FOCH

78 ACRES PLANTED
IN THE REGION

FRASER VALLEY

The Fraser Valley terroir is vastly different to that of the Okanagan Valley and Similkameen Valley. The coastal influence means that diurnal temperature variation is much lower and rainfall is much higher. Rainfall does vary considerably though across the Fraser Valley so the specific site has a big influence. A key benefit to the region is that there is low risk of frost and winter damage.

There are a wide range of varieties planted including a number of newly developed, experimental hybrids. Vinifera varieties include Chardonnay, Pinot Noir, Zweigelt and some early-ripening Germanic white varieties.

Growing Degree Days: Average: 900

THOMPSON VALLEY

An emerging region, the four wineries of the Thompson Valley are pioneering an exciting new region and changing the boundaries of quality BC winemaking. Nestled amongst the natural beauty of the North and South Thompson Rivers in and around Kamloops, the rain shadow of the high coastal mountains, and the semi-arid conditions and diverse microclimates provide many creative options for winemakers to shine with varieties like Riesling, Chardonnay and Pinot Noir.

Growing Degree Days: Average: 1,280

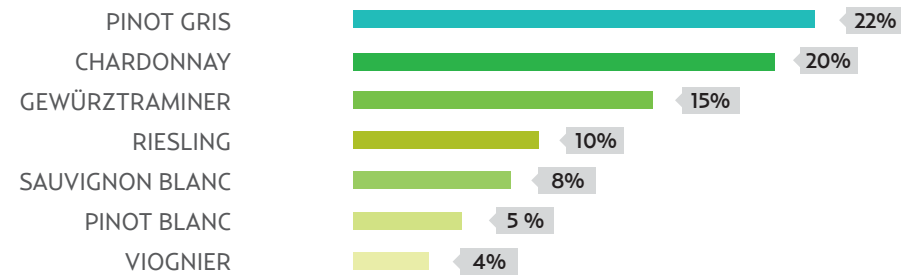
OTHER EMERGING BC REGIONS

New vineyard areas are being developed in other parts of the province including Spallumcheen / Shuswap, Lillooet, Creston, Trail, Castlegar, Prince George and Grand Forks. These areas are largely still experimenting to find which varieties are best suited to their growing conditions, but some good quality wines are already being produced showing the potential.

THE WINES OF BRITISH COLUMBIA GRAPE VARIETIES

MANY WELL-KNOWN GRAPES FLOURISH IN BRITISH COLUMBIA, ALONG WITH SOME INTERESTING HYBRIDS. OF THE 10,260 ACRES (4,152 HECTARES) PLANTED, 49% ARE WHITE GRAPES AND 51% ARE RED GRAPES.

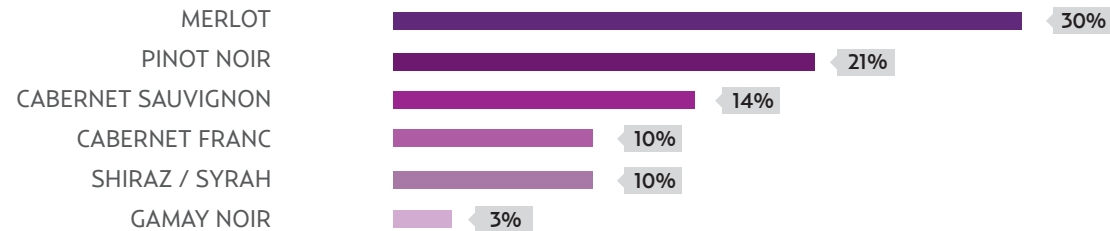
WHITES UNDER VINE



OTHER WHITES

Muscat 1.8%	Siegerrebe 1.0%	Semillon 1.0%	Kerner 0.6%
Ehrenfelser 1.6%	Bacchus 1.0%	Vidal 0.8%	Chasselas 0.5%
Ortega 1.2%	Auxerrois 1.0%	Schönburger 0.7%	

REDS UNDER VINE



OTHER REDS

Maréchal Foch 2.7%	Zweigelt 0.9%	Pinot Meunier 0.3%	Marquette 0.3%	Léon Millot 0.2%
Malbec 1.9%	Zinfandel 0.4%	Tempranillo 0.3%	Baco Noir 0.2%	Sangiovese 0.2%
Petit Verdot 1.2%	Blattner Reds 0.4%	Pinotage 0.3%	Lemberger 0.2%	





BC'S MOST PLANTED GRAPES

White Wines

PINOT GRIS

1,114 acres (453 hectares)

The number one white grape variety in terms of acreage in BC. The style of Pinot Gris in BC has been, and in many cases still is, quite varied following both the crisper, lighter, fresher style of Pinot Grigio in northern Italy as well as the richer, honeyed, off-dry and more tropical style of Alsace. The majority of BC Pinot Gris though could best be described as something fruitier and fuller bodied than the Pinot Grigio of Italy yet lighter and fresher than the wines of Alsace. Both the French and Italian names are used, often varying based on the style. They are typically dry or off-dry with a medium body and flavours and aromas of pear, honeydew or cantaloupe melon, lemon, and sometimes a little honey, minerality and baking spice.

CHARDONNAY

996 acres (403 hectares)

The style of Chardonnay produced in BC varies from a few unoaked versions with crisp acidity and often crisp apple flavours to world-class barrel fermented wines with complex lees, oak and fruit flavours. The naturally high acidity achieved in BC and the peach, lemon and nectarine flavours when combined with quality oak barrel fermentation and aging on lees can make for very highly regarded wines. Many of BC's most internationally awarded wines have been Chardonnay.

GEWÜRZTRAMINER

735 acres (297 hectares)

Gewürztraminer is another Alsatian variety that grows well in BC. The variety has been planted in the province for many years and continues to slowly gain popularity. Between 2006 and 2014 plantings increased by 61%. Known for generating wines with intense aromatics and fruitiness, BC with its unique climate, is an ideal location for producing such a pronounced floral variety. Ripening to high alcohol levels, often around 14%, the variety can lose acidity quickly and become a touch flabby. In BC, the natural high acidity that remains from the cool nights means this is rarely an issue. The wines typically show aromas of lychee, rose petal and ripe stone fruit, often with a touch of sweetness.

RIESLING

510 acres (206 hectares)

Riesling has always been present in BC but it took a while for it to be taken seriously and the wines are increasingly building a top-quality reputation. From 2006 to 2014, plantings of Riesling grew by 86%. BC Riesling can be both the soft, fruity, off-dry style or, increasingly, a dry, high acid, intense apple, lime and mineral flavoured style that has received international attention. A few producers are also making sweeter, low-alcohol German Kabinett-style wines. Many of the Riesling wines have a great ability to age and some have been cellared for more than a decade.

SAUVIGNON BLANC

394 acres (159 hectares)

Sauvignon Blanc experienced the same popular explosion in the 1990s that Pinot Gris is experiencing today, being planted rapidly all over the world. Plantings in BC increased quite rapidly in the middle of the 2000s. The BC style benefits from the natural high acidity and fruit ripeness. Both the crisp, zingy, green bean, grass and asparagus style as well as a riper, tropical fruit, richer version can be found. Some of the most successful wines are oak fermented and blended with Semillon to make wines along the lines of white Bordeaux.



BC'S MOST PLANTED GRAPES

Red Wine

MERLOT

1,564 acres (632 hectares)

Merlot is BC's most planted grape. In most parts of the world, Merlot is renowned as having soft tannins and a lush, rich texture. In BC, for reasons linked to the unique climate, the structure of Merlot is completely different. It naturally produces more structured, higher tannin wines than in most parts of the world. BC Merlot will typically have a medium to full body, medium to high tannins and flavours that include black cherry, black plum, chocolate and floral violet notes. As in many parts of the world it is often blended with Cabernet Sauvignon and Cabernet Franc.

PINOT NOIR

1,073 acres (434 hectares)

Pinot Noir has grown more rapidly in terms of acreage (79% between 2006 and 2014) than any other widely planted red grape as growers find it well suited to the BC terroir. Most of the plantings are in the central to north part of the Okanagan Valley as the hottest areas are mostly too hot for this early-ripening variety. Style wise, BC Pinot Noir tends to have both bright intense cherry, strawberry and raspberry fruit flavour as well as complex spice notes, along with medium tannins and high levels of acidity for structure. As a result, good quality BC Pinot Noir tends to age very well.

CABERNET SAUVIGNON

735 acres (297 hectares)

Cabernet Sauvignon in BC is best suited to the warmest sites, typically on the eastern side of the Okanagan Valley near Osoyoos or on the south-facing benches of Cawston in the Similkameen Valley. Typical Cabernet Sauvignon in BC has intense cassis and blackberry fruit, structured tannins and high acidity, with a notable dried sage or tobacco note. The wines from ripe vintages can age very well, often drinking well for more than a decade.

CABERNET FRANC

546 acres (221 hectares)

Cabernet Franc is increasingly making expressive, quality varietal wines, rather than its usual role as a blending grape in most of the world. It seems to have a particular affinity with the climate of the South Okanagan and Similkameen, producing wines with bright red fruit, ripe tannins, intense perfume and just a pretty hint of the herbaceous/tobacco character that can be overpowering in overly cool climates. In warm years it produces rich, structured wines yet in cool years it does not overly suffer from greenness, making it well suited to the BC climate.

SYRAH/SHIRAZ

530 acres (214 hectares)

BC has proven it is well suited to making intensely flavoured, cool climate Syrah and because of this BC Syrah is consistently named the top red wine in Canada in wine competitions. BC Syrah falls somewhere between the rich, riper style of warmer climate Australian wines and the medium-bodied, fresher, peppery wines of the northern Rhône Valley in France. BC Syrah is intense in fruit, gamy, floral and retains lots of black pepper notes.

GAMAY NOIR

172 acres (70 hectares)

Gamay plantings are only small in BC but it is gaining in popularity as it consistently produces high quality wines. The momentum towards lighter, juicier red wines among a growing number of consumers is also helping Gamay's popularity. A typical BC Gamay will be light in body and tannin with fresh juicy acidity, a silky texture and flavours of red berry fruit, cinnamon and minerality.

BC ICEWINE

The folklore of Icewine suggests that its first production in 18th century Germany was a happy accident. A German vineyard owner away on business at the end of harvest came home to a frozen vineyard. He harvested and processed the grapes anyway, and what was then called Winter Wine was born. In Canada, Hainle Vineyards Estate Winery in Peachland produced the country's first Icewine in 1978. Canada is now recognized as the world leader in Icewine production.

Icewine is produced by many British Columbia wineries, but the only wine regions of BC where the winters are cold enough to provide the necessary conditions for Icewine are the Okanagan Valley and Similkameen Valley. Even there, the conditions for harvesting and pressing Icewine grapes generally happen only several times per winter. In a given year, anywhere from 15 to 25 wineries will leave grapes on the vine in anticipation of an Icewine harvest.

ICEWINE PRODUCTION

Year	Tons	Estimated Litres
2016	645	122,066
2015	376	112,800
2014	844	253,200
2013	960	288,000
2012	476	142,800
2011	670	201,000
2010	520	156,000
2009	232	69,600
2008	420	126,000
2007	520	156,000
2006	500	150,000
2005	253.4	76,020
2004	525	157,500

ICEWINE BY THE NUMBERS

-8° Celsius (17.6° Fahrenheit)

The minimum temperature required to produce Icewine. Grapes must be naturally frozen on the vine.

1978

Hainle Vineyards in Peachland, BC produces Canada's first Icewine.

35° Brix

The minimum sugar content to be considered an Icewine.

16 Wineries

Produced Icewine in 2015.

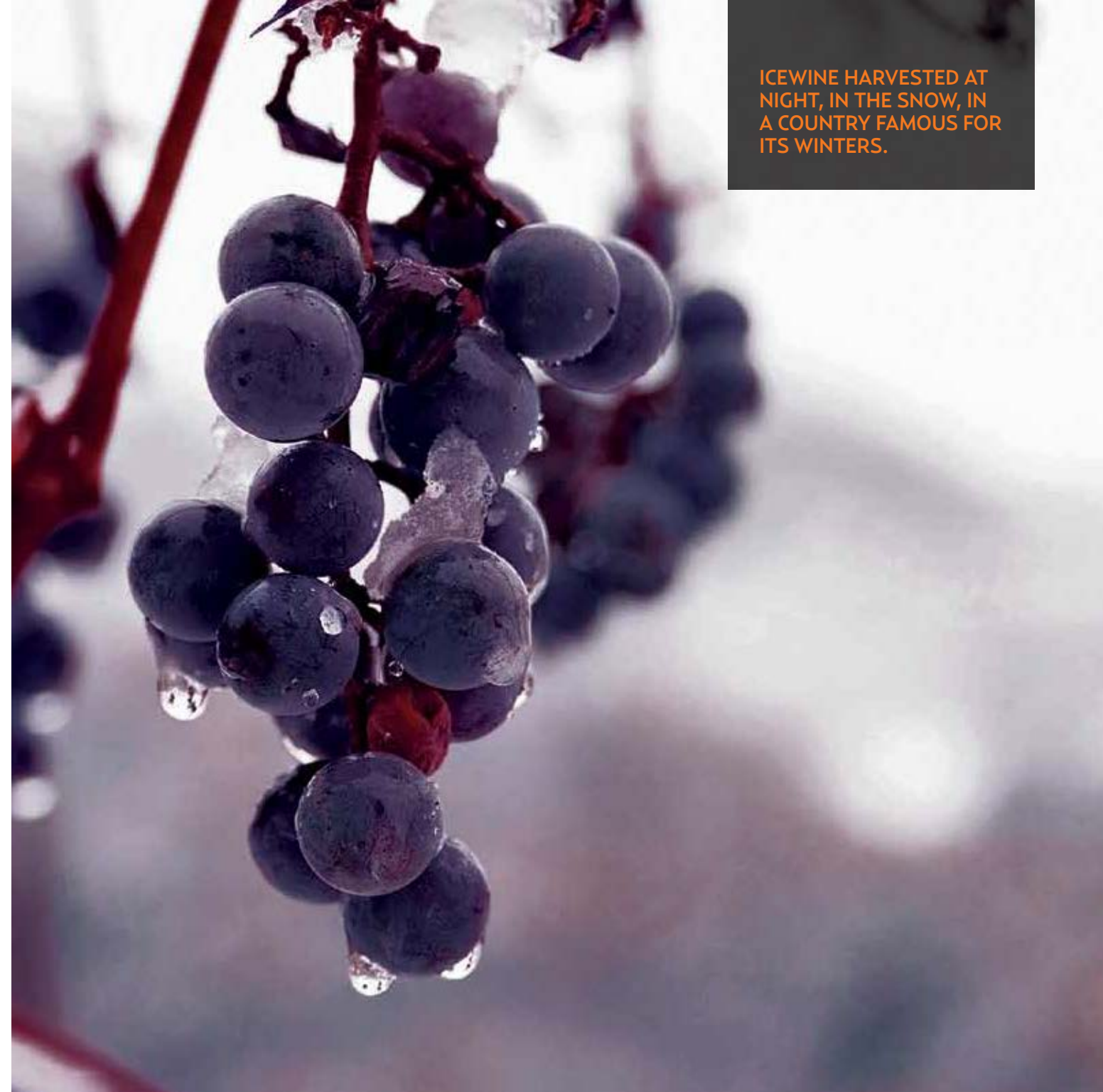
376

Tons of Icewine grapes were harvested in 2015, yielding an estimated 112,800 litres.

*Brix is a measure of sugar in grapes:

One degree Brix equals 18 grams of sugar per litre. Mature grapes are typically 21 to 25 Brix, equating to 11 to 13 percent alcohol after fermentation.

ICEWINE HARVESTED AT NIGHT, IN THE SNOW, IN A COUNTRY FAMOUS FOR ITS WINTERS.



OTHER WINE STYLES PRODUCED IN BC

SPARKLING WINES

The climate in BC is well suited to making sparkling wines. The natural high acidity levels the climate provides and bright fruit flavours mean that grapes can be harvested early and still have good flavour development.

All sparkling styles are made from carbonated through to Traditional Method, the method used in the Champagne region of France. The best known BC wines are made by the Traditional Method and often spend one to four years ageing on their lees before being disgorged and sold.

Compared to international styles, BC sparkling wines fall somewhere in between the austere and lees flavoured wines of Champagne and the riper, fruitier Traditional Method sparkling wines of Cava in Spain or those of California or Australia. BC bubbles tend to age well thanks to the natural acidity. Most of the wines are made from the traditional Champagne grape varieties Chardonnay and Pinot Noir but there is some quality sparkling made from Riesling and other varieties.

FORTIFIED WINES

Fortified wines make up just a small percentage of BC's wine production. The majority of the wines follow in the Port model either as a fuller-bodied sweeter, fortified red-style like Ruby or Vintage Port or as a longer-aged Tawny style. Some producers are experimenting with other fortified wines in the Madeira and Liqueur Muscat styles.

BC fortified wines are often bright in fruit with sweetness, balancing natural acidity and some developed flavours and aromas from ageing in barrel.

LATE HARVEST WINES

In addition to Icewine, BC also makes Botrytis affected wines and medium-sweet Late Harvest wines. The generally dry conditions in the Okanagan Valley and Similkameen Valley mean that Botrytis, or noble rot, is not widespread. Only a few producers consistently make a Botrytis affected wine. Late Harvest wines are more common with many producers choosing to leave some grapes to harvest later in the season when they are sweeter and then stopping the fermentation to make a wine with residual sugar.



SAVOUR THIS PLACE

"FOR ME, WINE IS THE THREE P'S: THE PLACE, THE PEOPLE, AND THE PRODUCT. BRITISH COLUMBIA TICKS ALL OF THESE BOXES WITH EXUBERANCE, ELEGANCE AND CONVICTION."

- STEVEN SPURRIER

- THE OKANAGAN VALLEY RANKED #1 IN VIATOR'S TOP 10 WINE DESTINATIONS AROUND THE WORLD
- CANADA'S OKANAGAN VALLEY IS THE BEST WINE DESTINATION YOU'VE NEVER HEARD OF - SAN FRANCISCO MAGAZINE
- THE OKANAGAN VALLEY WAS RANKED ONE OF THE BEST PLACES TO TRAVEL IN 2016 BY TRAVEL + LEISURE MAGAZINE
- NAMED ONE OF THE 10 BEST WINE DESTINATIONS OF 2015 BY WINE ENTHUSIAST MAGAZINE
- RANKED #1 WINE REGION IN THE WORLD BY THE HUFFINGTON POST

VISITING BC WINE COUNTRY

1,000,000 visitors flock to BC Wine Country each year, and for good reason. Our wine regions offer exceptional experiences, wonderful wines, and a unique Canadian charm. Wine is all about a sense of place, and we invite you to discover the people and place behind our wonderful industry.

STAY

There is an undeniable romanticism to staying in wine country. Waking up and wandering through rows of grape vines. Lounging poolside with a glass of wine. Watching the sunset over the vineyards. This enchanting aspiration is not lost on British Columbia wineries, which have a plethora of amazing accommodations available for those who wish to linger longer. From sleek and modern minimalist lofts, to cozy country cabins and Tuscan-inspired villas, there is a huge array of places to lay your head – each taking full advantage of breathtaking vineyard views.

Find your perfect getaway at WineBC.com.

EAT

When it comes to pairing wine with seasonal, locally sourced cuisine, BC chefs who have been drawn here for access to fresh ingredients are creating exciting pairings that can't be missed. Try BC wine on menus from Vancouver and all over wine country paired with international cuisine – from Indian to Thai and from Italian to Ethiopian as well as a our own distinctly Pacific Northwest style.

In BC Wine Country, internationally acclaimed restaurants are putting out cuisine to be celebrated. Old Vines Restaurant at Quails' Gate Winery, The Terrace at Mission Hill Family Estate and Miradoro Restaurant at Tinhorn Creek Vineyards have all recently been named among the top winery restaurants in the world by highly respected publications. The BC winery restaurant scene is so hot, that new chefs are moving to wine country from all over the world to be a part of this flourishing industry.

TOUR

You have decided which BC wine region to visit. Now it's time to plan how best to enjoy BC Wine Country. The handy trip planner tool on WineBC.com provides an excellent resource for anyone looking to tour. Carpooling with a group of friends is a great way to tour, but for those who want to sit back and relax, there are several guided tours available for any style of traveler.

Whether you're looking to tour by land, air, or water, BC's wine regions offer it all. For a relaxed trip, perhaps you'd enjoy a guided trip by limousine, vintage car or bicycle. Feeling a bit more adventurous? You can take to the skies with a float plane or helicopter wine tour. For something extra special and unique in the Okanagan, try a kayak or stand up paddle board (SUP) wine tour.

EVENTS

For more than 30 years, destination wine events have drawn people from around the world to the Okanagan, Vancouver Island and Gulf Islands, Fraser Valley and more. From ocean shores to mountain tops, and during every single season there is a wine event to be found. Long table dinners in vineyards, private vertical tastings and wine parties that won't soon be forgotten are just some of the choices. Go to WineBC.com for the most up-to-date list of events.

FARM FRESH

Want to discover the best local wine-and-food scene? Take some time to enjoy one of the local farmers markets during your stay and celebrate farm-fresh ingredients. Not only can you get a vast array of fresh produce, baked goods and artisanal ingredients, but you can now sample and buy your favourite BC VQA Wine from local wineries. In its first year of implementation, markets across BC reported increased traffic, which they naturally attribute to the sale of wine, beer and spirits.

AGING BC WINE

For a wine to age well and develop into something interesting and complex it needs to have concentration of flavour and structure from acidity and tannin. The climate in the Okanagan Valley and Similkameen Valley makes intensely flavoured and structured wines naturally, wines that are technically perfect for long-term cellaring. We don't have a long history of vintages to prove this point yet, but many examples have shown they will improve and evolve for well over a decade. The *Wines of British Columbia* may well be one of the best-value wines in the world for cellaring.

MISSION HILL FAMILY ESTATE'S THE TERRACE RESTAURANT WAS NAMED ONE OF THE TOP FIVE WINERY RESTAURANTS IN THE WORLD BY TRAVEL + LEISURE MAGAZINE

SIMILKAMEEN VALLEY NAMED ONE OF THE WORLD'S FIVE BEST WINE REGIONS YOU'VE NEVER HEARD OF BY ENROUTE MAGAZINE

OKANAGAN VALLEY VOTED #2 BEST WINE REGION TO VISIT BY USA TODAY READERS

WINES OF BRITISH COLUMBIA AROUND THE WORLD

The *Wines of British Columbia* can now be found in the USA, Hong Kong, China, India, United Kingdom, Taiwan, and Japan so you can treat yourself to a little taste of British Columbia abroad.



CONNECT WITH US

#ExploreBCWine

Wines of British Columbia is active across a number of social media channels, and encourages media and trade to get involved and help raise awareness for BC's premium wine regions and tourism experiences, inspire consumers to visit, gather and share amazing photos and stories, and help answer questions about BC wine.

Twitter [@WineBCdotcom](#)
Facebook [fb.com/winebcdotcom](#)
Instagram [@WineBCdotcom](#)

ENGAGE WITH THE WINES OF BRITISH COLUMBIA ON SOCIAL MEDIA

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Tag your BC wine & culinary tourism photos with [#ExploreBCWine](#)

Tag your BC wine photos with [#BCWine](#)

Share BC wine media coverage or accolades with us by tagging [@WineBCdotcom](#)

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Since 1990, the BC Wine Institute (BCWI) has played a pivotal role in taking BC's wine industry from a vision to an internationally recognized niche region producing premium wines and providing exceptional wine tourism experiences.

The BCWI markets the wine and regions of BC; delivers quality trade, media and consumer tastings; and acts as the voice of BC's wine industry by advocating to government on behalf of industry that contributes \$2.8 billion in provincial economic growth annually.

The BCWI represents all wineries in British Columbia to grow the premium market share for the *Wines of British Columbia*, while driving awareness of our world-class wines and tourism product – currently drawing 1,000,000 visitors with \$600 million in tourism and tourism employment related economic impact every year.

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