

British Columbia Wine Institute
2018 ANNUAL REPORT

Savour this place



WINES OF
BRITISH COLUMBIA
winebc.com

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A MESSAGE FROM THE CHAIR AND PRESIDENT/CEO

It is our pleasure to present the British Columbia Wine Institute Fiscal 2018 Annual Report. The *Wines of British Columbia* represent the diversity, passion, and vision of our wineries and our wine regions evidenced by the data in this report.

This past year has been an incredible success for the BC wine industry highlighted with ending the fiscal year (March 2018) with market share for litres of BC VQA Wine sold in the province at an all-time high of 18.19% – a 7.44% growth over same period the previous year. Moreover, March 2018 was also the first time more than 14 million litres of BC VQA Wine sold in BC over the 12-month period.

At the same time, not since the turbulent times of the 1990s and the original North American Free Trade Agreement (NAFTA) negotiations has our industry faced such a significant number of issues that threaten the *status quo*.

NAFTA re-negotiations and World Trade Organization trade challenges from some of the world's largest wine producers all pushing for increased access to the Canadian wine market (Canada is the 6th largest wine importer and 2nd fastest growing wine market in the world, with wine consumption

growing three times faster than the global average) are an ongoing reminder of the fierce competition our industry faces. Currently, Canada has the lowest market sales share (32.6%) of any wine producing country.

Wine production remains one the highest value-added commodities in BC agriculture; the economic impact of wine is realized through the whole value chain from grapegrowing to wine production to retail and tourism. It is another reason why we must remain resolute and focused on ensuring better direct-to-customer access in Canada.

With the domestic economic impact of a 100% BC wine being six times greater than an imported wine – \$89.99 per bottle compared to just \$15.73, it makes good economic sense to buy BC VQA Wine.

Finally, we want to recognize and thank BCWI staff, Directors, committee and task group members, and most of all, our winery members and grapegrower partners who are committed to growing, producing, marketing and selling BC VQA Wine.



Christa-Lee McWatters Bond, Chair



Miles Prodan, President/CEO

VISION, MISSION, CORE VALUES, VISIONARY GOALS & OBJECTIVES

OUR VISION

"British Columbia is recognized as one of the world's top emerging premium wine regions."

OUR MISSION

Our mission is to champion the interests of the British Columbia wine industry, through marketing, communications and advocacy of its products and experiences to all stakeholders.

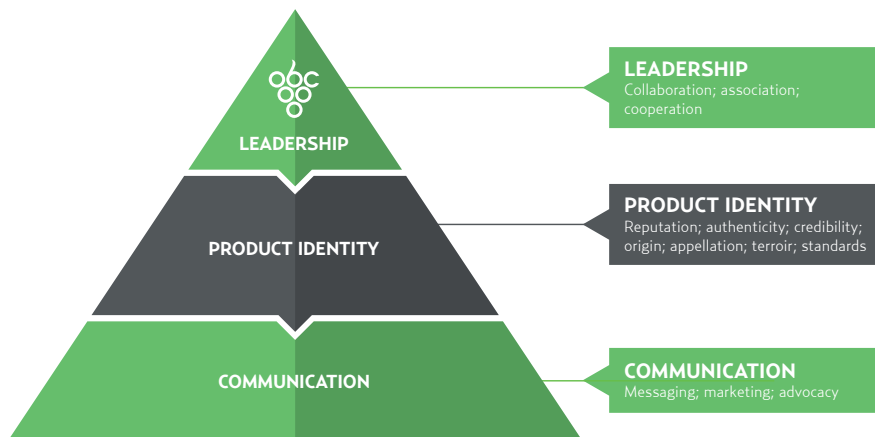
OUR CORE VALUES

Quality, leadership, dedication and passion are reflected in all the work we do.

OUR VISIONARY GOALS

Our visionary goals are a broader expression of how we will achieve our vision and mission.

1. BC Wine Institute is recognized as the peak organization and authoritative voice of the BC wine industry.
2. British Columbia wineries are knowledgeable about the role and purpose of the BC Wine Institute in contributing to the success of their businesses.
3. BC Wine Institute maintains a clear, transparent process for responding to matters that have the potential to impact the BC Wine Institute and the BC wine industry.
4. Membership represents the majority of wineries and BC VQA Wine sales in BC, and is knowledgeable about the role and responsibilities of the Board of Directors and President/CEO in working on behalf of the BC wine industry.
5. BC Wine Institute supports and grows BC VQA Wine as the premium BC wine standard and ensures that BC VQA Wine is the preferred wine choice of consumers.
6. BC Wine Institute ensures a premium market for all BC grape supply with benchmarks for global recognition.



FOCUS AREAS

Where we stand: our position on priority organizational issues.

The BC Wine Institute continues to listen to and be shaped by members' views on priority organizational issues and how we should respond to them. This summary of focus areas and the BC Wine Institute's position on them has given staff direction to develop and deliver targeted strategies and tactics in reaching our goals and objectives and to move forward as an industry leader in delivering our vision.



FOCUS AREAS

Unified BC Wine Industry Representation and Voice: Through collaboration amongst industry stakeholders, groups and organizations, the BC Wine Institute will be the peak BC wine industry contact, source and voice in providing direction, coordination and alignment of industry and government resources and efforts including research, analysis, policy recommendations and advocacy.

Advocate for and Continue to Support: Policies and programs critical to the success of the BC wine industry, including: BC Liquor Distribution Branch VQA Program; Direct Delivery; *ad valorem* markup; and access to BC Liquor Stores and other existing and potential retail channels. BC Wine Institute will advocate for policies to the benefit of the BC wine industry, including input to the evolution of the BC liquor retail market.

Member Communication: The BC Wine Institute will ensure members and stakeholders are communicated with and have access to relevant and current industry information and resources, and are knowledgeable about the purpose of the BC Wine Institute and the role and responsibilities of the Board of Directors and President/CEO in working on behalf of the BC wine industry.

BC Wine Authority (BCWA): The BC Wine Institute advocates the stewardship of standards oversight and enforcement to a fiscally responsible BC Wine Authority. We support a model that protects the BC VQA Wine standard within a registration, regulatory and audit system that covers all wineries in British Columbia.

Brand Marketing Effectiveness: Our brand is *Wines of British Columbia*. BC VQA is the assurance of authenticity. The brand and product will be communicated through all our programs and communications.

Maximizing the Return-on-Investment of our Program Strategies and Tactics: The BC Wine Institute will establish and monitor measurable objectives for our programs to ensure they are effective and efficient in achieving our visionary goals.

Market Development: The BC Wine Institute will identify and prioritize key domestic and international markets based on a measurable return-on-investment to industry and to ensure a premium market for current production and future growth.

BC VQA Wine Stores: The BC Wine Institute will continue to ensure our sales channel is maximized to the benefit of the BC wine industry.

Wine & Culinary Tourism Marketing: The BC Wine Institute recognizes that destination Wine & Culinary Tourism is critical to the success of BC wineries. The BC Wine Institute will take a leadership role in ensuring the *Wines of British Columbia* play an integral role and that the BC Wine Institute is the key contact of trade and media for provincial marketing and tourism initiatives.

Our Home Market: The BC Wine Institute will ensure that our marketing efforts are strategically aligned and mutually supportive in all sales channels within British Columbia.

BUSINESS OBJECTIVES

Achieving the goals.

These objectives are linked to and flow from the long-term vision, mission, core values and visionary goals from which the Fiscal 2018 operational plan was developed.

MEMBERSHIP & INDUSTRY COMMUNICATIONS OBJECTIVES

- Membership satisfaction rate of 80% via an annual member survey will be maintained.
- Winery membership will represent 95% of BC VQA Wine sales in BC.
- BC Wine Institute will continue to be the peak organization of the BC wine industry.

FINANCIAL OBJECTIVES

- Sustainable funding model with 5% annual gross revenue growth will deliver the vision of the BC Wine Institute; resources will be used responsibly; and approved budget guidelines will be followed.
- Additional sources of partnership, direct or in-kind funding that represent at least 10% of the BC Wine Institute's annual marketing budget, will be identified and secured.

MARKETING OBJECTIVES

- BC VQA Wine market share will increase by more than overall wine category in British Columbia.
- Minimum weighted average wholesale price per BC VQA Wine bottle sold in British Columbia will be \$13.50.
- BC VQA Wine sales in targeted provincial markets will increase by 10%.

TOURISM OBJECTIVES

- By March 31, 2019, the number of BC and Alberta residents considering wine touring in British Columbia will increase by 5% over Destination BC Benchmarking August 2016 findings.
- Social media conversion and engagement will increase by 25%.
- The Net Promoter Score needle for wine touring in British Columbia will move from 27 to 32 by March 31, 2019.

MEDIA OBJECTIVES

- Annual media communications plan will support business objectives with a 10:1 return on unpaid media coverage.
- International media will account for 40% of unpaid media coverage in advertising equivalency.
- International and domestic media coverage will increase by 20% in advertising equivalency over Fiscal 2017.

INTERNATIONAL MARKETS OBJECTIVE

- Member winery BC VQA Wine category participation in key international markets will increase by 15%.

ADVOCACY OBJECTIVES

- British Columbia government will maintain current supported programs.
- Evolution/privatization of the British Columbia liquor retail market will be managed to create conditions for success for the BC wine industry.
- Changes to the benefit of the BC wine industry will be obtained.
- Interprovincial wine barriers, with focus on Alberta, Ontario and Quebec, will be removed.
- Various levels of government and representatives from other industry groups recognize the BC Wine Institute's proactive role as peak BC wine industry organization in advocacy and promoting a united front.
- Regulatory climate for industry will improve and our resources will achieve measurable objectives and return-on-investment.



MEMBERSHIP & INDUSTRY COMMUNICATIONS OBJECTIVES, EVALUATIONS & HIGHLIGHTS

OBJECTIVE

Membership satisfaction rate of 80% via an annual member survey will be maintained.

Evaluation

Objective re-directed. In March 2018, at the direction of the Board of Directors, an industry engagement project was conducted to gain insights and themes which will be used to develop the scope of a long-term strategic plan for the BC wine industry. A BC wine industry task group was formed to give direction to the project consultants, The Artemis Group. All BC wineries and stakeholders were invited to participate and provide input through a series of six town hall meetings, one-on-one phone interviews and an online survey. Town hall meetings were attended by 126 industry representatives and we received 225 responses to the survey.

OBJECTIVE

Winery membership will represent 95% of BC VQA Wine sales in BC.

Evaluation

Met. For the rolling 12 months to December 30, 2017, BCWI membership represented 95.5% of BC VQA Wine sales in BC.

OBJECTIVE

BC Wine Institute will continue to be the peak organization of the BC wine industry.

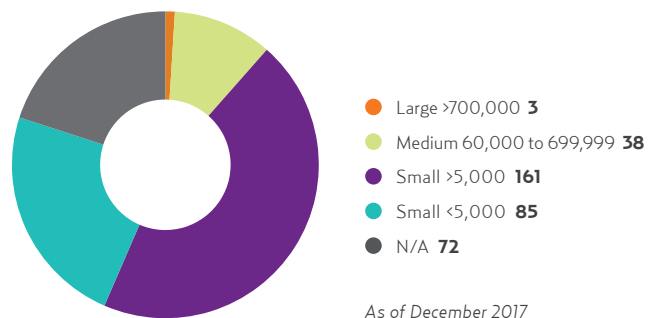
Evaluation

Met. BCWI continued to be the lead voice for the BC wine industry. Membership was expanded to include all BC Grapegrowers' Association members as associate members. Focus was expanded to include all certified 100% BC grape wine.

BCWI was the lead voice and contact for industry and media during the Alberta boycott of BC wine, gaining national recognition for the region and drawing attention to ongoing direct-to-consumer issues.

Provincial government support was secured for the development of a long-term BC wine industry strategic plan.

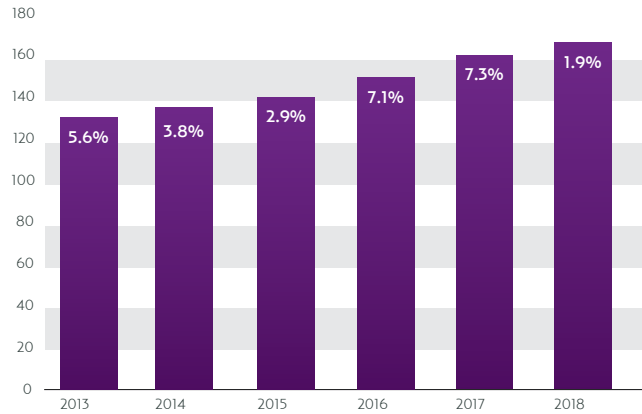
TOTAL WINERIES (REPORT OF LITRE SALES)



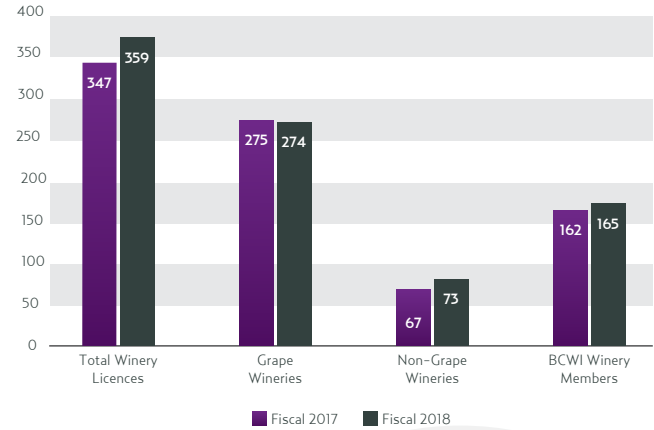
MEMBERSHIP HIGHLIGHTS

BC Wine Institute membership grew 1.9% to 165 winery members.

BCWI Membership Growth



Growth in BC Winery Licences



New winery members in Fiscal 2018

- Blue Sky Estate Winery
- Bonamici Cellars
- Burnt Timbers Estate Winery
- Forgotten Hill Wine Co.
- Glass House Estate Winery
- Lunessence Winery & Vineyard
- Road 13 Vineyards
- Roche Wines
- Savard Vines
- Seaside Pearl Farmgate Winery
- Tightrope Winery

MEMBER MEETINGS & EVENTS

Member meetings provide opportunities for members to discuss important issues and receive updates on the organization's performance and strategic plans. Other events, such as the BC Wine Industry Insight Forum and the Annual Winemakers & Viticulturists' Forum allow members to hear from subject experts and share information.

British Columbia Wine Institute Annual General Meeting

Held on July 11 at Spirit Ridge Resort in Osoyoos, 64 people attended and received the Fiscal 2017 Annual Report and approved the unaudited Financial Statements. All member wineries received these documents via mail.

2017 Wine & Culinary Tourism Futures Conference

Held October 17 through 20 in Kelowna, we presented the first Wine & Culinary Tourism Futures Conference in partnership with Okanagan College, Thompson Rivers University, University of British Columbia and Washington State University. The conference brought together academic and professional specialists to share ideas and practices on the transformative potentials of wine and food tourism.

11th Annual Winemakers & Viticulturists' Forum

Held on December 7 at Burrowing Owl Estate Winery, this annual forum brought together 90 winemakers and viticulturists to share information on the growing season and inform our annual vintage report.

2018 BC Wine Industry Insight Forum

Held on March 13 at the Penticton Lakeside Resort and Convention Centre, BCWI hosted, together with BC Wine Grape Council and BC Grapegrowers' Association, the first BC Wine Industry Insight Forum. Attended by 159 registrants, the forum provided the opportunity to hear from industry experts on issues that affect and drive the wine industry's collective success. The agenda included: Climate Change; Working Collaboratively – a Washington State Producer's Perspective; Ministry of Agriculture Plans for 2018/2019; and Research Affecting the Value Chain – from Vineyard to Consumer.

COMPETITION CONSOLIDATION PROGRAM

During calendar 2017, BCWI consolidated members' BC VQA Wine shipments for 14 domestic and international competitions: All-Canadian Wine Championships; Chardonnay du Monde; Dan Berger's International Wine Competition; Decanter Asia Wine Awards; Decanter World Wine Awards; International Wine & Spirit Competition; InterVin International Wine Awards; Los Angeles International Wine & Spirits Competition; Mondial des Pinots; New World International Wine Competition; Pacific Rim International Wine Competition; San Francisco International Wine Competition; SIP Northwest; and Syrah du Monde.

BCWI winery members participating in the program won 705 top accolades. This count does not include bronze or commendable winners, or the hundreds of awards won by members at other competitions not included in the Competition Consolidation Program. For more information on recent award winners, visit WineBC.com.

Awards Summary	
Winery of the Year	1
Platinum	1
Best of Competition	3
Best of Class	6
Double Gold	54
Gold	214
Silver	426
Grand Total	705

INDUSTRY COMMUNICATIONS HIGHLIGHTS

Newsletters

WEEKLY MARKETING UPDATE

Sent at the end of each week to members, BC agents and, when relevant, Alberta agents, this update provides information on the latest BCWI marketing opportunities and programs. Average open rate held at 43%.

THE VINE

A seasonal newsletter for consumers on everything BC VQA Wine including contests, winery events, wine festivals, wine awards, winery accolades, and wine and food recipe pairings. Average open rate was 38%.

THE FIRST PRESS

With a focus on delivering more timely, direct communications, amplification and engagement with members across social media channels, including the launch of our new Taste & Terroir blog to push stories that include member achievements, *the First Press* newsletter was discontinued after the first three editions of the fiscal year. Average open rate for the three editions was 41%. New communications in the form of special bulletins and invitations were sent to highlight issues and opportunities to the membership. Open rates ranged from 39% to 60% depending upon the topic, with an average open rate of 47%.

CELEBRATE THE WINES OF BRITISH COLUMBIA – BC WINE INDUSTRY QUARTERLY REVIEW

A synopsis of our advocacy progress, marketing initiatives and media relations distributed to 3,334 winery, government, trade and tourism stakeholders. Average open rate was 35%.

CEO UPDATES

BCWI President/CEO, Miles Prodan, regularly distributes updates directly from his desk on the latest advocacy issues.

Articles

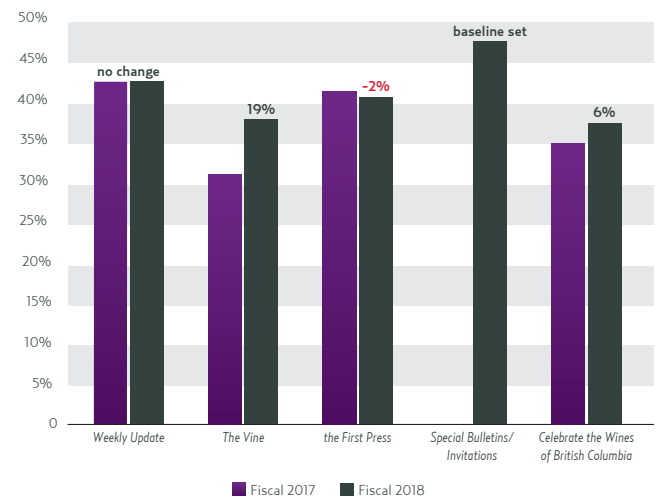
Quarterly articles were contributed to industry publications *Canadian Grapes to Wine* and *Orchard and Vine*.

BCWI Collateral

BCWI also produced the following publications:

- Fiscal 2017 Annual Report
- 2017 Vintage Report
- 2018 Media Kit
- Fiscal 2019 Advocacy, Communications and Marketing Operational Plan

BCWI Publications – Open Rates





MARKETING OBJECTIVES, EVALUATIONS & HIGHLIGHTS

OBJECTIVE

BC VQA Wine market share will increase by more than increase in overall wine category in British Columbia.

Evaluation

Met*. At R12 ended 2018 P12 (March 2018) over 2017 P12, BC VQA market share in British Columbia increased 7.4%. Data is based on first-run numbers; for periods where numbers have been re-run, the trend is a positive variance of 3.7%. March re-run data* will be presented in July.

OBJECTIVE

Minimum weighted average wholesale price per BC VQA Wine bottle sold in British Columbia will be \$13.50.

Evaluation

Met. Average retail \$20.30 per bottle sold through BC VQA Wine stores used as a proxy measurement.

OBJECTIVE

BC VQA Wine sales in targeted provincial markets will increase by 10%.

Evaluation

Exceeded. At R12 ended 2018 P12 (March 2018) over 2017 P12 (March 2017), BC VQA sales in Alberta increased by 18%.

MARKETING HIGHLIGHTS

British Columbia

CONSUMER-FACING PROGRAMS & SPONSORSHIPS

Grown Here Buy Local

Running from mid-June through September, our *Grown Here Buy Local* campaign was successful in raising awareness of BC VQA Wine and deepening the connection of consumers with the product. Highlights of the campaign included 6.4 million impressions through sponsored closed captioning on TV, a Saturday Sips segment on Global TV, radio spots with 2.3 million total weekly audience, and paid and digital social media that earned 2.6 million impressions. The contest part of the campaign attracted 8,000 entries with nearly half signing up for our quarterly consumer newsletter, allowing us to continue to talk to this audience and deliver our message.

The campaign was featured in stores across licensees including BC Liquor Stores, *Wines of British Columbia* Save-On-Foods stores, private retailers, and pubs and restaurants. *Wines of British Columbia* Save-On-Foods stores designated a "Buy Local" day which resulted in 1,200 bottles of the featured wines sold.

In January, all three major wine and dine festivals that we sponsor happened in the same 19-day period. Together, Dine Out Vancouver, Dine Around & Stay in Town Victoria and Dine Around Thompson Okanagan featured 390 BC VQA Wines from 125 wineries at 179 restaurants.

Chef Meets BC Grape

The annual Chef Meets BC Grape event expanded from Vancouver to add Victoria and Calgary. This event matches our member wineries with premium restaurants in a walk-around tasting. Some 1,000 consumers swirled, sipped and snacked around the venues, increasing their awareness of our member wineries and sampling a vast array of BC VQA Wine.

Consumers rated the event highly, as evidenced by demand for tickets this year.

Set among the vineyards and vistas of BC wine country, our inaugural Chef Meets BC Grape Okanagan Wine & Food Experience ran August 24 through 27 and provided an unforgettable experience for 500 participants. From iconic wines to First Nations flavours, the four-day festival-style weekend included intimate dinners, a bubbles brunch and the Taste of the Okanagan event, all featuring BC VQA Wine and culinary creations from Canada's best chefs.

Paired with Passion

Our *Paired with Passion* campaign in July put a spotlight on unique BC wine regions. The campaign was successful at directing people planning trips to check out some of BC's lesser-known wine regions including Vancouver Island, the Gulf Islands and the Similkameen Valley. Metrics indicated BCWI website traffic increased 350% across all wine regions compared with the weeks before the campaign launched. In all, the campaign generated more than 11,000 visits to WineBC.com.

EDUCATION

BCWI Wines of British Columbia Ambassador Program

BCWI hosted nearly 500 trade attendees across 26 Level 1 and Level 2 sessions in Tofino, Victoria, Vancouver, Penticton and Kelowna. In addition, 200 winery staff attended either Level 1 or Level 2 sessions in Osoyoos, Penticton and Kelowna. Feedback from the sessions indicate the material was interesting, informative and helped staff to further articulate the value of BC wine and the uniqueness of the region. The profile of the program within industry has grown with requests from across the province for additional sessions. By working with industry partners like hotels and restaurants to cover execution costs, we were able to host an additional winter session in Kelowna.

EDUCATION FAMILIARIZATION (FAM) TOURS

Wine BC BootCamp

BCWI initiated the first Wine BC BootCamp that brought together top industry professionals from across the country and around the world to share, taste, talk, learn and celebrate the *Wines of British Columbia*. Over four days, attendees networked with top BC wine professionals including masters of wine, master sommeliers, winemakers, viticulturists, wine educators, and local chefs. The bootcamp provided participants the opportunity to increase their knowledge and develop their BC palates as they participated in tastings, panel discussions, interactive wine and culinary pairings and received keynote presentations focusing on the history, progress and future of BC's wine industry. "I would like to say a big thank you for organizing this amazing wine trip for us. It was very educational, extremely well organized. It was just truly amazing. We learnt a lot and I hope I will be able to get some of my highlights here in Hong Kong soon. Thank you very much for everyone who got involved," said Szabolcs Menesi, Head Sommelier, Island Shangri-La, Hong Kong. The agenda included: Soils and Geology, Regional Tastings,

BC Wines' Ageability, BC in the Wine World, BC's Wild Side – Natural Wines, and more. Three BC winery associations hosted the attendees for regional-themed experiences on the Naramata Bench, Summerland's Bottleneck Drive and in the Similkameen Valley. The final evening featured the BC Best Pairings Dinner during which attendees and special guest chefs vied to win Best BC Pairing by creating dishes using local ingredients paired with two BC wines. Some 30 top industry professionals attended from BC, Alberta, Manitoba, Seattle, Hong Kong, China and London, England.

"I think [Wine BC BootCamp] was a great investment and so wonderful to engage the sommelier community. I realized how much I have to learn about our wine industry, even after working with BC wine for the past 17 years."

LESLIE BROWN

President

British Columbia Chapter of the Canadian Association of Professional Sommeliers (CAPS-BC)

Wines of British Columbia Save-On-Foods

In June, 31 wine team leads, store managers and head office staff toured the Okanagan Valley meeting with the winemakers and owners of wineries that sell through *Wines of British Columbia Save-On-Foods* stores. The trip started with our *Wines of British Columbia* Ambassador Program session delivered by Rhys Pender, MW. Afterward, proprietor Stephen Cipes of Summerhill Pyramid Winery escorted the group on a tour of his winery and led a brief meditation session in the winery's pyramid. Other stops included dinner with industry pioneers George and Trudy Heiss at Gray Monk Estate Winery, Sandhill Winery and a multi-winery showcase in the Similkameen Valley at Clos du Soleil.

“Without an emotional attachment to the great wines you produce, it’s hard for our team to convey the characteristics of your wine. However, now our team is equipped with knowledge and passion about your wines and the history of your winery... Congratulations on providing us with the best wines in the world for the consumers in our stores. We continue to look forward to a great and promising future in the BC wine business.”

STEVE MORIARTY

Director of Wines
Wines of British Columbia Save-On-Foods

Best Sommelier Canada 2017

On September 5, the BCWI supported the national competition for Best Sommelier Canada 2017, presented by the Canadian Association of Professional Sommeliers (CAPS). The competition was hosted for the first time by the CAPS-BC Chapter in Vancouver at Rogers Arena. The BCWI took advantage of hosting top sommeliers, media and judges from across the country on a VIP trip to the Fraser Valley wine region.

TRADE TASTINGS

Bloom BC VQA Spring Release Tastings

Held in May, the spring tastings drew excellent trade audiences with three-quarters of attendees reporting developing a new business relationship with the participating wineries. The Vancouver event, attended by 500 buyers, servers and others, had 90 wineries present. Victoria drew 116 attendees. For both events, participating wineries rated the quality of attendees as good to excellent. The majority of winery participants reported that they were very or somewhat likely to engage in new business because of attending.

Colour BC VQA Fall Release Tasting

With the changing seasons, September ushered in another successful fall trade tasting event at Vancouver's Trade and Convention Centre with 632 attendees. Survey results showed 85% of attendees developed new business relationships and 59% listed new products because of attending. Overall, the event scored very good or excellent from 94% of participating wineries.

Alberta

TRADE PROGRAMS

Co-op Wine Spirits Beer

In March, wine and food tourism campaign materials were implemented in all 28 Co-op Wine Spirits Beer stores in Calgary encouraging consumers to consider wine touring in BC wine country.

Discover BC VQA

Spring & Fall Release Tastings, Calgary

The spring tasting drew 91 attendees and the fall tasting 108. Most attendees reported that they developed a new business relationship that in most cases would lead to a new product listing.

CONSUMER-FACING SPONSORSHIP

Big Taste Calgary

March 2 through 11, Big Taste Calgary featured 90 participating restaurants and 12 signature events focused on exclusive pairings with 20 BC VQA Wines at top-tier restaurants.

Manitoba

CONSUMER-FACING PROMOTIONS & SPONSORSHIPS

2017 Winnipeg Wine Festival

The wine world celebrated Canada as the official theme country at the 16th annual Winnipeg Wine Festival. *Wines of British Columbia* and Wines of Ontario partnered under the Wines of Canada banner to provide attendees with the opportunity to interact with winery principals and representatives, gain knowledge and insight, and experience Canadian wine. Of the 36 participating Canadian wineries, 21 represented *Wines of British Columbia* pouring 75 BC wines. Paid attendance at the public tastings was 6,930. The Discover VQA Wines of Canada event sold out and provided guests with the opportunity to explore the diversity and quality of Canada's terroir-driven wines, highlighting some of the best BC and Ontario have to offer.

Manitoba Liquor Mart VQA Promotion

Manitoba Liquor and Lotteries was a presenting sponsor of the Winnipeg Wine Festival. Its strategic planning team initiated a Canadian VQA Spotlight in Liquor Mart stores to move VQA sales from 3% to 6% in two years. A specific in-store Wines of Canada VQA promotion was initiated in April leading up to the Winnipeg Wine Festival. BC wine sales from June 2016 to May 2017 were up 26%.



TOURISM OBJECTIVES, EVALUATIONS & HIGHLIGHTS

OBJECTIVE

By March 31, 2019, the number of BC and Alberta residents considering wine touring in British Columbia will increase by 5% over Destination BC Benchmarking August 2016 findings.

Evaluation

Expected to be met. Successful, strategic marketing initiatives were executed throughout the year to continue to create a positive path to purchase connection with BC and Alberta residents. With Alberta's boycott of BC wine, marketing initiatives were implemented in the BC and Alberta markets to reinforce a positive sentiment toward wine touring in BC wine country.

OBJECTIVE

Social media conversion and engagement will increase by 25%.

Evaluation

Exceeded. Social media engagement levels surpassed expectations with healthy dialogue shared on BC wine country experiences. Engagement increased 70% on Instagram, 700% on Facebook and 200% on Twitter. Audiences on Twitter increased nearly 10%, 50% on Facebook and 30% on Instagram. A strong BC wine tourism narrative alongside branded visuals and online resources worked to inspire and attract new BC wine country visitors living in BC and Alberta. Key messages worked to target wine, food and travel enthusiasts on Facebook and a strong city ranking resulted: Calgary is now the third highest

audience on the *Wines of British Columbia* Facebook page, followed by Vancouver and Kelowna. Continued engagement and growth from the Alberta market is expected. The Alberta boycott of BC wine generated strong emotions online from both British Columbians and Albertans. The national news drove greater awareness and support for *Wines of British Columbia* was demonstrated online. Brand sentiment remained positive from those British Columbians and Albertans who engaged on the *Wines of British Columbia* channels.

OBJECTIVE

The Net Promoter Score needle for wine touring in British Columbia will move from 27 to 32 by March 31, 2019.

Evaluation

Expected to be met. Successful, strategic marketing initiatives were executed throughout the year to continue to create a positive path to purchase connection with BC and Alberta residents.

TOURISM HIGHLIGHTS

Wine & Food Tourism Strategy

SEATTLE, WASHINGTON EXPORT AND TOURISM INITIATIVES

A promotional campaign was launched with *Seattle Magazine* during April and May to create awareness, excitement and intrigue with Washington residents about the *Wines of British Columbia* and BC wine and food tourism. The campaign included a feature in the magazine's BC-focused section of the April edition and was supported with email blasts, Facebook posts, leaderboard ads and a consumer contest for a chance to win a BC wine country getaway and a seat at the BC Wine & Seafood Collaborative Multi Chef Dinner. The contest received more than 1,400 entries allowing contact for future consumer-focused initiatives. The BC Wine & Seafood Collaborative Multi Chef Dinner included wines from 10 BC wineries. BC Chefs Ned Bell with Ocean Wise, Jeremy Tucker with CedarCreek Estate Winery's Vineyard Terrace restaurant and Nick Nutting with Wolf in the Fog, worked with local Chef Ethan Stowell of Tavolàta Capital Hill to create a BC culinary experience. Guests included a mix of Washington distributors/importers, trade and media for a full house of 76 attendees.

"It was so wonderful to meet the chefs and hear them speak about their passions... I was most interested in the particular vineyards where the grapes are grown (within certain regions - not the brands). Honestly, I was truly fascinated and am eager to get to BC to explore. This has put a 'bee in my bonnet'!"

DANIELLE

Attendee

BC Wine & Seafood Collaborative Multi Chef Dinner

DON'T JUST SIP THERE - COME DISCOVER BC WINE COUNTRY

As fall harvest began in BC wine country, our wine and food tourism shoulder season campaign launched in the Lower Mainland, Calgary and Seattle. The campaign created an emotional connection with our target audience encouraging them to consider a wine and food tourism trip to BC wine country outside the high season. Targeted social video storytelling throughout the campaign showed strong interest with a completion rate of 74% compared to an industry average of 20%. During the four-week campaign, 482,000 impressions and 366,000 video views were achieved. Performance was relatively equal across the videos; however, the "Don't Just Sip There" video showed slightly higher. Facebook placements optimized toward conversions on the WineBC.com trip planner page. A total 2.7 million impressions and 3,713 clicks were delivered resulting in 827 website visits. Users flowed to WineBC.com and engaged with our trip planner. An additional 751 social media engagements were recorded including reactions, comments and shares.

MEDIA OBJECTIVES, EVALUATIONS & HIGHLIGHTS

OBJECTIVE

Annual media communications plan will support business objectives with a 10:1 return on unpaid media coverage.

Evaluation

Exceeded. A combination of indirect and direct media coverage generated through the BCWI (via press releases, hosted and assisted media tours, events, and other media relations activities), exceeded this objective resulting in an advertising equivalency value of \$2.3 million and reached more than 650 million people worldwide online, in print and through broadcast media.

OBJECTIVE

International media will account for 40% of unpaid media coverage in advertising equivalency over Fiscal 2017.

Evaluation

Partially met. International media coverage increased 21% over 2017, from \$550,000 to more than \$665,000 in advertising equivalency, making up 29% of all unpaid media coverage.

OBJECTIVE

International and domestic media coverage will increase by 20% in advertising equivalency over Fiscal 2017.

Evaluation

Met. Total advertising equivalency generated by international and domestic media coverage increased 21%, from \$1.9 million to \$2.3 million, and 9% in total circulation, from 600 million to 654 million people worldwide.

MEDIA HIGHLIGHTS

Media FAM Tours

BCWI-led media trips and collaborative media tours with partners, including Destination BC, Tourism Kelowna and Tourism Kamloops, continued to raise the profile of the *Wines of British Columbia* in key markets.

The BCWI hosted or co-hosted 53 media during Fiscal 2018, attracting journalists from 56 media outlets.

HOSTED MEDIA

British Columbia

- Nikki Bayley (*BC Living*)
- Sid Cross (wine writer)
- Alexandra Gill (*Globe & Mail*)
- Anthony Gismondi (*Gismondi on Wine; Vancouver Sun*)
- DJ Kearney (wine writer; *New District*)
- Karl Kilparchuk (blogger, *My Wine Pal*)
- Kurtis Kolt (*Georgia Straight*)

British Columbia (continued)

- Sebastien Le Goff (Wine Director, Cactus Club)
- Bryant Mao (Wine Director, Hawksworth Restaurant)
- Sharon McLean (*Eat Magazine*)
- Neal McLennan (*Western Living*)
- Debbra Mikaelson (*Edible Vancouver*)
- Michaela Morris (*The Westender*)
- Andrew Morrison (*Scout Magazine*)
- Terry David Mulligan (Tasting Room Radio)
- Mijune Pak (Follow me Foodie)
- Tim Pawsey (*Quench Magazine*, *Hired Belly*)
- Rhys Pender MW (*Taste Magazine*)
- Barbara Philip MW (CBC On the Coast)
- Iain Philip (wine writer, educator)
- John Schreiner (wine writer)
- Philip Solman (*Edible Vancouver*)
- David Stansfield (sommelier)
- Laura Starr (Vitamin Daily)
- Valerie van der Gracht (My Van City)

Alberta

- Mary Bailey (The Red Tomato)
- Gurvinder Bhatia (Global News Edmonton)
- Darren Oleksyn (*Calgary Herald*)

Saskatchewan

- Noelle Chorney (Saskatoon)
- CJ Katz (CTV Regina)

Manitoba

- Ben MacPhee-Sigurdson (*Winnipeg Free Press*)
- Chef Barbara O'Hara (Dessert Sensations Café)

Ontario

- Jane Antoniak (*Eatdrink Magazine*)
- Sasha Chapman (Toronto Life)
- James Chatto (wine writer)
- Anne DesBrisay (*Ottawa Magazine*)
- Janet Dorozynski (WineAlign)
- David Lawrason (WineAlign)
- John Szabo MS (wine writer)

Nova Scotia

- Sean Wood (*Quench Magazine*, *Wood on Wine*)

Quebec

- Robert Beauchemin (food writer)
- Caroline Chagnon (sommelier and wine columnist)

USA

- Michael Apstein (*Wine Advocate*)
- Eric Degerman (*Great Northwest Wine*)
- Cathy Huyghe (*Forbes*)
- Tara Q. Thomas (*Wine & Spirits Magazine*)
- Tan Vinh (*The Seattle Times*)
- Kelli White (The Guild Somm)
- Russ Winton (Wine Line, *The Modesto Bee*)

Hong Kong

- Stephen Lau (*Ming Pao*, *OpenWines*)

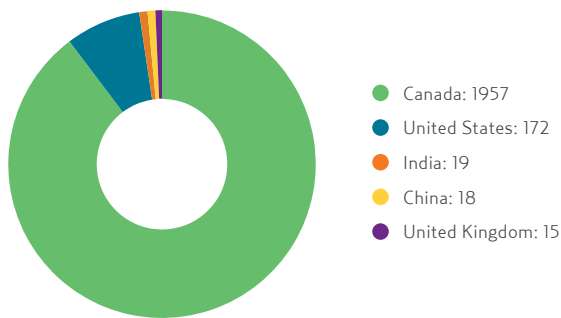
United Kingdom

- Richard Hemming MW (JancisRobinson)
- Susan McCraith MW (educator)
- Christina Rasmussen (*The Buyer*)

CIRCULATION (TOP 10 COUNTRIES)

Country	Circulation	Advertising Equivalency \$
Canada	341,207,904	1,642,652
United States	234,165,942	472,633
United Kingdom	56,934,544	99,320
China	18,804,453	64,316
Australia	1,585,426	14,665
South Africa	884,625	8,183
Poland	170,822	1,580
Phillippines	119,545	1,106
Singapore	82,499	763
India	75,282	696

NUMBER OF ARTICLES (FROM TOP 5 COUNTRIES)



MEDIA EVENTS

Canada Media Marketplace, New York

As part of Team BC, BCWI attended Destination Canada's Canada Media Marketplace in New York (April 3 through 5) to promote BC's wine region as a premium tourism destination to top US media through one-on-one meetings with 24 US travel and lifestyle journalists, editors and producers. BCWI also worked with Destination Canada to sponsor the closing reception celebrating Canada's 150th and highlighting the *Wines of British Columbia* to 300 print and television media, social media influencers and tourism partners from across North America.

Chef Collaborative Winemakers' Lunch at the James Beard Foundation, New York

To maximize exposure in the marketplace, BCWI partnered with Vancouver Aquarium Ocean Wise Chef Ned Bell and six BCWI member wineries to present a BC VQA Wine and sustainable seafood-paired lunch for key media and trade at the Foundation's James Beard House. Emceed by BC sommelier and writer Kurtis Kolt, BCWI hosted 41 New York media from top publications including *Wine Spectator*, *Wine Enthusiast*, the *SOMM Journal*, and trade including Kevin Zraly, founder of the Windows on the World Wine School.

BC Wine Tasting at Terroir Tribeca, New York

Following the James Beard Foundation event, six BCWI member wineries showcased their wines during an exclusive *Wines of British Columbia* walk-around tasting at New York's trending wine bar Terroir Tribeca. A group of 44 wine-focused media, sommeliers, buyers and importers came to taste the wine and mingle with the producers. Notable media included: Mary Ewing-Mulligan MW, *Wine for Dummies*; David Ransom, *SOMM Journal*; W.R. Tish, *Beverage Media*; Dwight Casimere, *The Times Weekly*; and more.

Vintage 2016 Media Preview, Vancouver

This VIP trade and media tasting on April 29 in Vancouver provided an in-depth review of the 2016 vintage. Moderated by Barbara Philip MW, a panel of five BCWI member winery winemakers discussed the vintage in front of the largest turnout for this event – 45 key media and trade including: Sid Cross, Kurtis Kolt, Michaela Morris, Tim Pawsey, Daenna Van Mulligen, and influential sommeliers Dave Bulters, Kieran Fanning, Kelcie Jones, Kristi Linneboe, Jeff Parr, Maude Renaud-Brisson, Jill Spoor, Laura Starr and Jesse Walters.

Northern Lands Festival, Edmonton

Wines of British Columbia was a key sponsor of the second bi-annual Northern Lands Festival as part of the Wines of Canada theme country on May 5 and 6. BCWI hosted a *Wines of British Columbia* Masterclass moderated by Rhys Pender MW featuring a panel of BC wine industry experts. The masterclass drew 28 media and trade including internationally-acclaimed wine writers Dr. Michael Apstein, Tony Aspler, Stephen Brook, Ian D'Agata, Levi Dalton and Blake Gray. The BCWI sponsored and emceed a *Wines of British Columbia* winemakers' dinner for consumers and special media guests.

BC Wine & Seafood Collaborative Multi Chef Dinner at Tavolàta Capitol Hill, Seattle

As part of BCWI's promotional campaign with *Seattle Magazine* key media were invited to attend our BC Wine & Seafood Collaborative Multi Chef Dinner at Tavolàta Capital Hill in Seattle. Among the 76 attendees were targeted media including Kristin Ackerman, *SIP Northwest*; Rob Bhatt, *AAA Washington Journey Magazine*; Eric Degerman, *Great Northwest Wine*; and Tan Vinh, *Seattle Times*.

International Wine Writers FAM Tour

In August, the BCWI hosted five acclaimed international wine writers from the UK and USA in the Okanagan Valley and Similkameen Valley for their first time. The FAM tour resulted in international media coverage for the *Wines of British Columbia* in top publications including *JancisRobinson*, *Forbes*, *The Buyer* and *The Wine Review*.

3rd Annual Judgment of BC

On August 20, the BCWI hosted the third annual Judgment of BC in Summerland. Once again curated and moderated by DJ Kearney, a judging panel of 30 of the top wine palates from across the country and internationally scored the wines. Judges included four masters of wine: UK's Richard Hemming and Susan McCraith, and BC's Rhys Pender and Barbara Philip; top BC sommeliers and media; and internationally-acclaimed wine writers Dr. Michael Apstein, Cathy Huyghe and Christina Rassmussen.

The Judgment of BC was a blind tasting of 12 Pinot Gris and 12 Merlot; six from BC and six international benchmarks. In the end, Merlot fared better than Pinot Gris with BC's CheckMate Black Rook Merlot 2013 from the Okanagan Valley ranked first. Kim Crawford Pinot Gris 2016 from Marlborough, New Zealand came out on top of the flight of Pinot Gris, with BC placing third, fifth and sixth. The Judgment of BC generated 21 articles, reaching 40 million readers for an estimated ad value of more than \$72,000.

Chef Meets BC Grape Taste of the Okanagan

The BCWI leveraged media efforts around the inaugural Chef Meets BC Grape Taste of the Okanagan events through a hosted FAM tour, media releases, interviews, partnerships and social media posts resulting in 36 articles, stories and broadcasts generating \$110,000 in unpaid media coverage and reaching more than 16 million people.

Wine BC BootCamp

In November, the BCWI welcomed eight acclaimed international and national wine writers from Seattle, New York, British Columbia, Alberta and Manitoba alongside 20 sommeliers for the inaugural Wine BC BootCamp November 5 through 8. Prior to the bootcamp, BCWI hosted five of the writers, including sommeliers from the UK, Hong Kong and China, for a three-day FAM tour through the Okanagan Valley and Similkameen Valley. Wine BC BootCamp, in conjunction with the media FAM tour, generated media coverage reaching more than 10 million people around the world for an estimated ad value of more than \$135,000 in print, web and broadcast.

“This was the best FAM I’ve ever been a part of in my 20 years as a wine journalist.”

ERIC DEGERMAN
Great Northwest Wines

Dine Out Vancouver Media Launch

The BCWI partnered with Tourism Vancouver to sponsor the official media launch of Dine Out Vancouver on January 10. Celebrating Dine Out Vancouver’s 16th anniversary, 15 BC VQA Wines were showcased to 60 wine, food and lifestyle media. Attendees included Nathan Fong, Terry David Mulligan, Mijune Pak, Tim Pawsey and more.

Alberta Boycott of BC Wine – Media Strategy

On February 6, Alberta announced a boycott of BC wine imports to which the BCWI took immediate action in

developing and implementing a media protocol to manage and control the key messaging in support of the BC wine industry. A complete suite of media communications and tools were created and disseminated resulting in 57 media interviews and hundreds of print, web, radio and news broadcast stories across the country in support of our message.

Spring & Fall Release Media Tastings

SPRING

Moderated by Rhys Pender MW, Sharon McLean and Brad Royale, our pre-spring trade show VIP seminars in Victoria, Vancouver and Calgary reached 74 trade and media attendees. The seminars focused on the different styles of wine being made by BCWI member wineries from some of BC’s most prominent, on-trend varieties.

FALL

Prior to our Colour BC VQA Fall Release Tasting in Vancouver, Michaela Morris presented to 60 key Vancouver media and trade in a BCWI comprehensive seminar discussing and tasting through flights of natural, organic and orange wines highlighting the different techniques being used and styles produced throughout BC’s wine regions.

The BCWI hosted a pre-Discover BC VQA Fall Release Tasting VIP seminar enabling the *Wines of British Columbia* to reach 21 Calgary media and trade in a blind tasting of BC wine versus the world. With a focus on red blends and Chardonnay, the blind tasting was informally ranked among the attendees including sommeliers Jynnifer Gibson, Charcut Roast House; Josh Jamroziak, Blink Restaurant; Mike Roberts, Co-op Wine Spirits Beer; and Bruce Soley, River Café; and wine buyers Pierre Corriveau, Sobeys Liquor; and Nathalie Gosselin, Vine Styles. BC ranked first and second among the red blends, second and third among the Chardonnays.

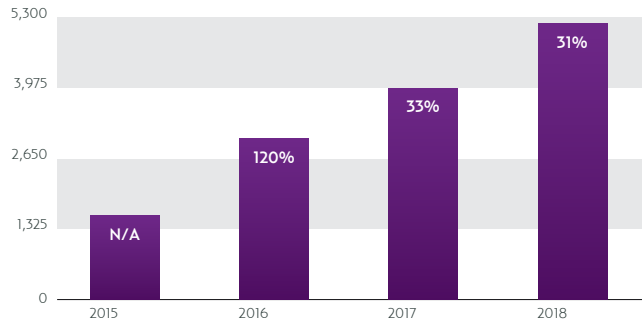
SOCIAL MEDIA HIGHLIGHTS

Healthy audience growth, specifically on Facebook, occurred. Large growth in engagement was recorded across all social media channels. The BC wine conversation continued to increase online and sentiment remained positive, including nationally during the Alberta boycott of BC wine. The *Wines of British Columbia* social media channels shared a minimum of 40 pieces of content each week.

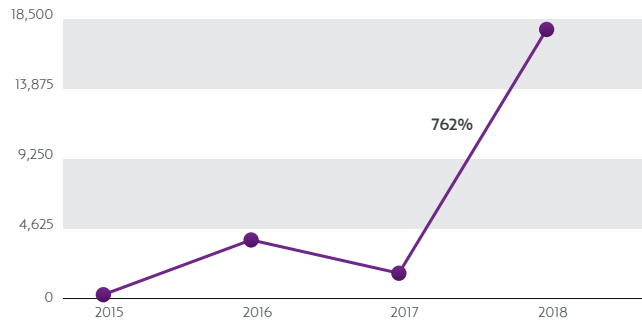
Instagram

Followers increased 31% from 3,973 to 5,205. Posts received 18,104 engagements, including 17,647 likes and 457 comments. Engagement increased by 762%.

Instagram Audience



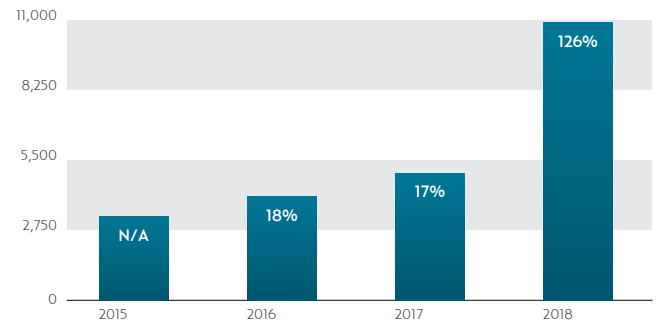
Instagram Engagement



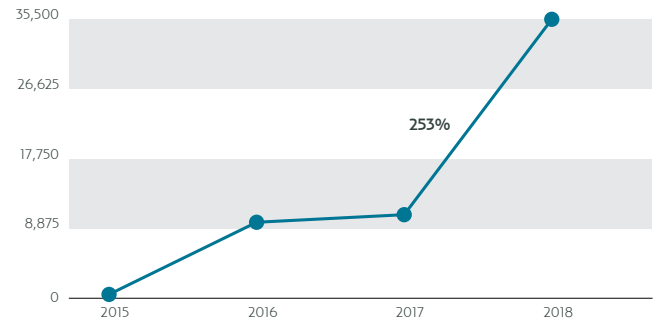
Facebook

Fans increased 126% from 4,769 to 10,799. Posts received 35,318 engagements including 16,785 shares, 16,234 likes, and 2,299 comments. Engagement increased by 253%.

Facebook Audience



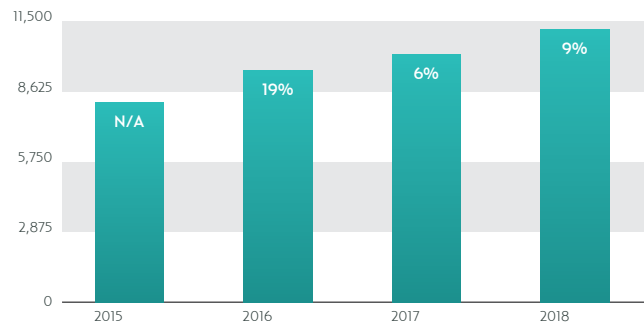
Facebook Engagement



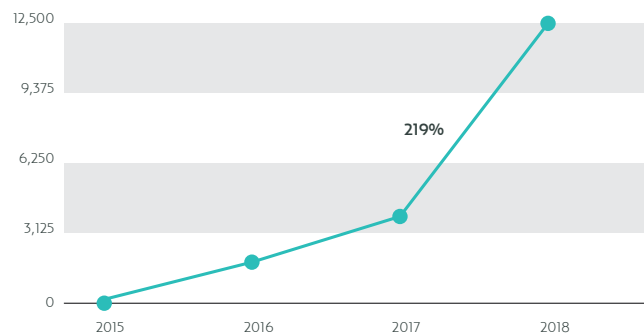
Twitter

Followers increased 9% from 10,139 to 11,097. Tweets received 12,444 engagements including 8,718 likes and 3,212 retweets. Engagement increased by 219%.

Twitter Audience



Twitter Engagement



Social Media Campaigns

BEST OF BC WINE COUNTRY AWARDS 2017

The Best of BC Wine Country Awards aimed to engage tourists and consumers on top picks from wineries across BC in four categories: Best of BC Wine, Best of Culinary, Best of Atmosphere, and Best of Experience. The three-week campaign ran July 26 through August 15 with online conversations and guest blogging on the winners lasting well into the shoulder and holiday seasons. The campaign crowdsourced more than 2,000 votes from the public and earned 15,677 engagements across Facebook, Twitter and Instagram. Local media sponsored the contest generating 7,510,660 impressions to the contest page on WineBC.com.

After the winners were announced, seven guest bloggers, including professional sommeliers and tourism and food authors, contributed stories to our new Taste & Terroir blog. Top guest blogger was travel expert Claire Newell who earned 418 post clicks and reached 7,819 wine enthusiasts on Facebook.

DINE OUT & DINE AROUND 2018

The campaign's goal was to increase local consumer engagement on BC wine and food in support of the provincial government's Eat Drink Local program. As part of sponsoring Dine Out Vancouver, Dine Around & Stay in Town Victoria, and Dine Around Thompson Okanagan, the campaign ran from January 17 through February 5. Social media included on-site video blogs, tweets, Instagram stories and Facebook video on BC wine and local restaurant perfect pairings. The campaign earned more than 81,900 impressions, 6,880 video views and 2,380 engagements. Target markets included Victoria, the Lower Mainland and Thompson Okanagan.

INTERNATIONAL WINE & FOOD TOURISM FUTURES CONFERENCE

The campaign's objective included attracting the BC wine industry to a global wine conference hosted in Kelowna, October 17 through 20. The social media content ran two weeks before the conference and during. Presentation topics from international professionals and local speakers were promoted online with custom graphics. Ticket sales totalled 69 and the campaign earned 1,293 engagements across all social media channels.

CHEF MEETS BC GRAPE

The campaign's objective was to promote BC wine and food travel opportunities to consumers at home and abroad including driving ticket sales to Chef Meets BC Grape consumer events in key target markets. The social media campaign included key messages, custom graphics, Facebook event pages, and an eight-part video series promoted through organic and paid Facebook, Twitter and Instagram ad accounts. The campaign started on January 19 and continues to run into Fiscal 2019. During Fiscal 2018, the campaign generated 15,969 views with advanced ticket sales totalling 573 for Chef Meets BC Grape Vancouver, Calgary and Taste of the Okanagan.



INTERNATIONAL MARKETS OBJECTIVE, EVALUATION & HIGHLIGHTS

OBJECTIVE

Member winery BC VQA Wine category participation in key international markets will increase by 15%.

Evaluation

Met. Key activities aligning with export markets identified within the *Wines of British Columbia* Export Strategy, created under the Export Task Group's insight and direction, were maintained and grown.

INTERNATIONAL MARKETS HIGHLIGHTS

Taste Canada UK 2017

The Taste Canada UK 2017 trade and media tasting was held at Canada House in London on May 16. The event brought together 36 producers from four provinces (British Columbia, Ontario, Nova Scotia and Quebec), of which 19 were from BC. As with past years, the event was a collaborative effort organized by the High Commission in London and Global Affairs Canada with financial and in-kind support from the BC Wine Institute, the Wine Marketing Association of Ontario and the Province of Quebec. The tasting attracted an audience of 174 trade and media guests including key influencers such as Richard Hemming from JancisRobinson and Steven Spurrier from *Decanter*; buyers from influential specialty retailers Berry Brothers and Rudd, The Wine Society and Bibendum; as well as numerous hotels and leading restaurants such as Pollen Street Social, Vinoteca and Coq d'Argent.

In addition to the main tasting, a wine masterclass, attended by 20 local buyers, sommeliers, wine trade and media, focused on Chardonnay and Riesling from BC, Ontario and Nova Scotia. Feedback was positive from winery participants and attendees. There were 29 social media mentions reaching 31,569 followers on Instagram and Twitter along with strong media coverage including an article in *The Buyer*.

ProWein

Under the Wines of Canada banner, the *Wines of British Columbia* were featured at ProWein 2018 in Düsseldorf, Germany March 18 through 20; it was the largest turnout of Canadian wines in the show's history. ProWein welcomed more than 60,000 visitors and 6,870 exhibitors from 64 countries, including 29 Canadian wineries from British Columbia, Ontario and Nova Scotia.

In addition to the *Wines of British Columbia* featured in the Wines of Canada pavilion, Dr. Janet Dorozynski, John Szabo MS and Treve Ring facilitated a Wines of Canada Masterclass for 100 wine buyers and media. The masterclass was a discovery of Canada's sparkling and white wines in which attendees tasted intense, fruit-driven, fresh and vibrant BC VQA whites. Each day, Dr. Jamie Goode hosted a mini-tour of the Wines of Canada pavilion providing an added opportunity for buyers and media to taste our terroir-driven wines and discover why Canadian wines are catching the world's attention.

First Canadian Wine Sommelier Champion of Greater China

The Canadian Embassy, Global Affairs Canada and Consulate General of Canada in Greater China organized the first Canadian Wine Sommelier Championship targeting sommeliers in Greater China. The final stage of the competition was held in Hong Kong on November 23, with five finalists from Hong Kong, Beijing, Shanghai, Chongqing, and Guangzhou competing. The finalists participated in a competitive screening process over three months culminating in a day of wine theory, blind tastings and a service exam judged by a panel of master sommeliers, wine educators and industry representatives including Kim Barnes, Marketing Director, BCWI.

The judging panel selected Mr. Christian Cong ZHANG from Shanghai as the first Canadian Wine Sommelier Champion in Greater China. As Champion, he was awarded a trip to the wine regions of BC, Ontario, and Nova Scotia courtesy of supporting partners BCWI, Destination Canada, Wine Marketing Association of Ontario and Wines of Nova Scotia. The visit will take place in 2018 to coincide with the Canada China Year of Tourism.

Seattle, Washington Export

MEET & GREET

On April 19, BCWI held a meet and greet opportunity at the Canadian Consulate in Seattle and offered our *Wines of British Columbia* Ambassador Program followed by a walk-around tasting for trade and media. Attendees tasted 80 BC wines from 21 participating wineries interested in exporting to the Washington market.

SOMM SUMMIT

On July 9, the BCWI participated in the first annual SOMM Summit in Seattle, an educational symposium designed for wine and spirits enthusiasts, sommeliers, and

wine sales and hospitality professionals. This four-day conference featured educational seminars; wine, beer and spirits tastings; and discussions led by prominent master sommeliers, masters of wine, professors of enology and viticulture, and brewers and distillers. BC Master of Wine Rhys Pender facilitated the *Wines of British Columbia* Ambassador Program (28 trade and media attendees) and the *Wines of British Columbia* booth for the walk-around tasting in the evening (120 trade and media visitors to the booth).

“Thank you so much for your amazing support and participation. I’ve heard only great reviews of the BC session!”

CHRISTOPHER CHAN
Event Organizer
SOMM Summit, Seattle

ADVOCACY OBJECTIVES, EVALUATIONS & HIGHLIGHTS

OBJECTIVE

British Columbia government will maintain current supported programs.

Evaluation

Met. BCWI continues to actively advocate for key government industry policies including the world-wide accepted practice of direct delivery for 100% locally-produced wine.

OBJECTIVE

Evolution/privatization of the British Columbia liquor retail market will be managed to create conditions for success for the BC wine industry.

Evaluation

Met. BCWI continues to actively advocate for key government industry policies including safeguarding the pre-NAFTA 60 industry off-site retail licences, including BCWI's BC VQA Wine stores; better access to and transparent pricing at BC Liquor Stores; and BC winery satellite tasting rooms.

OBJECTIVE

Changes to the benefit of the BC wine industry will be obtained.

Evaluation

Met. The provincial government announced an outreach to BC's wine, beer and spirits stakeholders, including the manufacturing, retail and hospitality sectors, to provide recommendations on ways to support BC's industry. In participating in the Business Technical Advisory Panel (Liquor Policy), BCWI emphasized issues critical to the continued success of the BC wine industry.

OBJECTIVE

Interprovincial wine barriers, with focus on Alberta, Ontario and Quebec, will be removed.

Evaluation

In progress. Despite the temporary Alberta boycott of BC wine, BCWI continues to work collaboratively with the Canadian Vintners Association to ensure all levels of government are aware of the vital importance direct-to-customer shipping of 100% Canadian wine is to our industry.

OBJECTIVE

Various levels of government and representatives from other industry groups recognize BC Wine Institute's proactive role as peak BC wine industry organization in advocacy and promoting a united front.

Evaluation

Met. The BCWI continues to meet with various federal, provincial, regional, and municipal government and industry officials on a regular basis to provide updates on the success of the BC wine industry and provide policy recommendations for its continued growth.

OBJECTIVE

Regulatory climate for industry will improve and our resources will achieve measurable objectives and return-on-investment.

Evaluation

Exceeded. March 2018 (R12) BC VQA provincial market share was an all-time high of 18.19% – a 7.44% growth over same period the previous year. This marked the first time more than 14 million litres sold in BC during the 12-month period. A Canadian wine and grape industry research study released in 2017 showed that the BC wine and grape industry continues to be a significant driver of the provincial economy contributing \$2.8 billion in 2015. The Canadian industry overall has grown 33% since 2013 to \$9 billion, of which BC contributes 31%.

ADVOCACY HIGHLIGHTS

Wines of Marked Quality Regulation

Full implementation of the remaining BCWA Industry Plebiscite Results including four new Geographical Indications (Thompson Valley, Shuswap, Lillooet and Kootenays) and a flat fee for the BC VQA program for small wineries.

Labelling

New federal labelling designation for blended wine from "Cellared in Canada" to "International Blend from Imported and Domestic Wines".

Alberta's Boycott of BC Wine

Mitigating programs to off-set the Alberta boycott of BC wine including Government of BC and Destination BC funding for BC Wine Month (April) and international marketing.

BCWI Wine & Food Tourism

BCWI Wine & Food Tourism Strategy 2016 – 2019 highlights industry and stakeholder alignment with Destination BC, regional marketing organizations, and wine and food tourism providers and operators across the province.

BC Liquor Policy

BCWI spearheaded a collaborative process to develop an industry stakeholder position paper for the Business Technical Advisory Panel (Liquor Policy) which focused on issues of mutual concern.

2017 VINTAGE REPORT

White Wine Quality: Excellent

Red Wine Quality: Excellent

Icewine: Very Good

A cold Canadian winter, unusually wet spring, and dry summer contributed to a well-balanced and quite normal growing season. This compared to previous years where above-average temperatures saw early seasonal starts. Compared to 2016, in 2017 Okanagan Valley wineries experienced a later budbreak by two to three weeks, with an earlier harvest by three weeks. Slightly lower yields and phenomenal fruit quality delivered an excellent 2017 vintage, characterized by high flavour concentration, moderate alcohol, balanced tannins, complexity and natural acidity.

OKANAGAN VALLEY

In winter 2016/2017, the Okanagan Valley saw extended periods of freezing temperatures in some areas and a lot of moisture in the air and soils. Unprotected areas and ridges exposed to higher winds and lower temperatures received some winter bud damage, while protected areas did not.

Compared to previous years, spring 2017 was extremely wet throughout southern BC, with precipitation for most areas in the order of 150% to 250% of normal (BC River Forecast Centre). The cool and wet weather delayed on-set of the snow melt and spring run-off, which were well above normal in the Okanagan, and included record or near-record seasonal flow with some flooding (BC River Forecast Centre).

A very wet and cold spring saw budbreak delayed generally two to three weeks later than in 2016, and up to a month later in some areas. Once the heat hit, vigorous growth formed very dense canopies, forcing viticulturalists to manage shoot thinning, positioning and spraying all at the same time.

The Okanagan Valley's summer dry weather began in June and precipitation was extremely limited. In August, Summerland experienced the second hottest temperatures on recent record (Environment Canada). These hot conditions delivered continued vigorous growth allowing healthy flavour development.

Although 2017 was the worst wildfire season on record for BC, the fires were not in grapegrowing areas and none occurred in early summer. Also,

rather than sitting low in the valley, smoke blanketed the sun coverage. This positively impacted the growing season by slowing down the periods for grape ripening and flavour development and providing some

“At Pentâge we grow 19 varieties. Once veraison started we found a much closer gap between the starting dates of white and red varieties. It seemed as if the whole vineyard was going through veraison at the same time as opposed to other years when everything seemed much more spread out.”

RICHARD CHARNOCK
Assistant Winemaker
Pentâge Winery

relieve for the grapes by reducing the searing temperatures. No ash was observed on grapes for the 2017 vintage.

As compared to the 10-year historical growing degree days (GDD) record, 2017 was above average for both Summerland and Osoyoos (BCWGC 2017), with Osoyoos recording 1,598 GDD and Summerland recording 1,416 GDD. Annual GDD reporting by the BC Wine Grape Council began in 1998.

“My most sensitive variety did the best – Viognier. But Merlot and Riesling were both down. I anticipate it was a response to carrying three years of excess crop.”

MELISSA SMITS
Lead Winemaker
Intersection Estate Winery

For several Okanagan vineyards, the timing of veraison was later than average and some logistical pressure occurred as many grape varieties were ready for harvest at the same time.

Harvest timelines for many Okanagan vineyards varied with reported harvest start dates ranging from September through mid-October, ending in late October or early November. While the harvest started a little later for most vineyards (when compared to recent years) it finished later than

in 2015/2016 and is consistent with the average timing of harvest over a ten-year period.

On average in 2017, Okanagan vineyards saw smaller berry size, clusters and juice yields, compared with the past three vintages. Heidi Noble, Owner/Winemaker, Joie Farm Winery said, “I was wondering when it was going to stop. We had three vintages in a row that were larger yielding.”

Among specific grapes, Rhône varieties were slightly down in yield along with Pinot Noir, Merlot, Riesling, Sauvignon Blanc and Cabernet Sauvignon. A high yield of Gewürztraminer was reported. However, a few Okanagan Valley vineyards saw normal to high yields, particularly on the Skaha Bench area near Penticton.

Vintners throughout the Okanagan Valley described the quality of the 2017 vintage as phenomenal with crisp, fresh whites and elegant reds. Winemakers noted slightly lower alcohol levels, lower pH, and higher malic acids naturally occurred. Certainly, there will be less volume from the 2017 vintage, but overall the quality is excellent.

“Definitely some rock-stars for this vintage ... it’s going to be among one of the best vintages we’ve had in the last ten years ... the balance and

elegance ... the alcohols are down, and the aromatics are up. pH is tight, so we should see some good ageability ... the tannins are already approachable,” said Dwight Sick, Winemaker, Stag’s Hollow Winery & Vineyard.

“We are very excited about the 2017 vintage! Even though the climate and natural disasters made for some challenges we are very pleased with the quality of the Naramata Merlot and Pinot Blanc. A smaller crop provided in many cases for refined flavours and aging ability for years to come,” said Ginette Schirrmeyer, Tasting Room Manager, Lake Breeze Vineyards.

SIMILKAMEEN VALLEY

Similar conditions to the Okanagan were reported for the Similkameen Valley with a cold winter contributing to some bud damage, slightly smaller clusters and juice yields when compared to the abnormally high yields in 2015 and 2016. Vines that were exposed on ridges with northern winds experienced greater bud damage.

Rhys Pender, MW and owner at Little Farm Winery puts the 2017 vintage into perspective saying, “The last few years have been pretty hot vintages. For 2017, yields are down a little, but we are back to normal, if there is such a thing!”

“Two months of no rain and lots of sunshine produced exceptional flavours balanced with natural acids. In particular, I’m really excited about our Merlot.”

GEORGE HANSON

Winemaker/Owner
Seven Stones Winery

Varietals of note for the Similkameen Valley include Merlot, Riesling and Syrah. Chardonnay, Pinot Noir and Cabernet Sauvignon yields were noted as slightly down from previous years, yet quality of fruit and juice is reportedly outstanding with remarkable flavour development.

“I think it’s going to be an excellent vintage. I’m happy with the wines we are seeing. 2016 was a terrific vintage and, of course, 2017 will be a little different. I predict less aromatic but bigger flavours in our 2017 wine,” said John Weber, Winemaker/Owner, Orofino Vineyards.

FRASER VALLEY

In 2016/2017 the Fraser Valley recorded one of the coldest winters in recent record with large quantities of snow (Environment Canada). However, due to the insulating snow, no bud or vine damage was reported.

Due to the longer winter, budbreak was observed at two to three weeks

later than average years, like the Okanagan Valley.

Although spring delivered high precipitation to the Fraser Valley, early, proactive and preventative vineyard management measures circumvented crop loss from disease.

A long, wet spring saw rains until July followed by several heat waves in the 30 degrees plus range (Environment Canada). Harvest was later with slower development in some varieties.

“What you are going to see is a beautiful vintage, sort of like a northern Italian wine. You will find the acid levels a little higher, a little crisper. You are going to find the 2017 harvest to be a little brighter. It’s going to give the consumers, anyone who is following a true vintage, something special where the winemaker hasn’t overly manipulated the wines.”

PATRICK MURPHY

Winemaker
Vista D’oro Farms & Winery

Sugar development, particularly in white wines, was observed as excellent with higher pH and TA levels. Juice yields were double of average, with larger clusters and berry size.

Andrew Estell, Winemaker, Singletree Winery reported, “It was a mild, warm fall and a dry October. It allowed wineries to hang the fruit for longer. The last of our fruit came in November 5. 2017 saw an extremely large increase to our yield – opposite from the Okanagan Valley. We saw about a doubling in juice yields which could be due to our early preventative measures.”

In 2017, Fraser Valley Siegerrebe and Maréchal Foch were noted as potentially outstanding.

VANCOUVER ISLANDS & GULF ISLANDS

The 2017 growing season in the wine islands got off to a slow start, and at mid-May it was showing as one of the coolest years of the past ten. This delayed budbreak and bloom by nearly a month compared to 2016. However, when the heat really kicked in and the rain stopped, bloom and fruit set took place in perfect conditions, leading to spectacular cluster development and fruit set in most varieties (Wine Islands Growers Association).

Great summer weather continued, with above-average temperatures and nearly zero precipitation in July and August. It was one of the driest summers on record for Vancouver Island (BC River Forecast Centre). As usual in the wine islands there were no issues with insect pests.

“This was the fourth beautiful summer in a row for the wine islands – perhaps cool years like 2011 are a thing of the past? Winemakers have reported well-balanced juices and musts going into fermentation and great aromas coming out, so we’re all looking forward to bottling this vintage!”

LAMONT BROOKS

Wine Islands Growers Association and
Symphony Vineyard

Veraison in late August was somewhat later than average, but the dry heat continued into September and ripening was rapid. Early varieties were harvested in late September, with nearly all grapes picked before a significant rainy period started on October 17 (Environment Canada).

Yields were high overall due to the excellent fruit set, with many vineyards setting their all-time records (Wine Islands Growers Association).

“I think our yields were larger than normal pretty much across the board ... good survival from budbreak and weather advantages. We are quite excited about our Pinot Gris ... seems to be really nice this year ... lots of fruit for our Pinot Noir,” said Tim Turyk, Owner, Unsworth Vineyards.

OTHER REGIONS

The 2016/2017 winter for BC’s other wine regions was cold resulting in bud damage for some vineyards. Regardless, no vine death was reported.

Spring was wet, but vines and vineyards were not adversely impacted due to proactive measures from vineyard managers. Spring brought wet conditions, excellent for new cover crops and perfect timing for new vine growth.

Budbreak in the Kootenays arrived in early May, and for the Lillooet and Kamloops wine regions mid- to late-April. Starts were considered normal by local vineyards compared to previous early flowering and budbreak. The harvest ended in mid- to late-October for most vineyards in BC’s other interior regions.

In Kamloops, Caleb Hanaghan, Assistant Winemaker, Harper’s Trail Estate Winery said, “It was a hot summer. No ash on the grapes but I believe it could have been brutally hot if we didn’t have some of the smoke coverage. The fire smoke actually served us a little by blocking some solar radiation and cooling what would have otherwise been excessively hot days. Our yield was down due to a cold winter and some bud loss, but the quality of the fruit was phenomenal.”

“In September, Lillooet had a few days of smoke, but the winds changed in our favour and ultimately, we saw no impact from the smoke,” said Rolf de Bruin, Winemaker, Fort Berens Estate Winery, Lillooet.

Smaller clusters and berries resulted in a lower juice yield for some vineyards, while others experienced larger yields, depending on the varietal. Where yields were down, the concentration of fruit flavours was noted as impressive across the board. Vineyard managers and winemakers reported excellent quality.

“We had a good blanketing of snow until late spring. Vines were in good shape, no serious issues. It felt like a hotter summer than normal.”

BOB JOHNSON

Owner
Baillie-Grohman Estate Winery

“Our standouts are always our Rieslings. The terroir here for the Rieslings is just phenomenal. I think our Pinot Noir will be pretty spectacular as well,” reported Caleb Hanaghan, Assistant Winemaker, Harper’s Trail Estate Winery, Kamloops.

ICEWINE

Icewine harvest started on November 6, making 2017 the earliest icewine harvest in the last ten years. In 2017, 24 wineries registered with the BC Wine Authority to pick an estimated 704 standard tons of icewine grapes, off an estimated 162 acres.

The last icewine grapes were picked on January 3. The BC Wine Authority reported 22 wineries picked icewine totalling 523 standard tons on 165 acres. This is 121 tons less than last year's total harvest, but a superb vintage for quality.

SUMMARY

2017 vineyard yields were impacted by natural weather events, particularly in the Okanagan Valley and other interior BC wine regions. However, quality of juice is excellent, and we expect to see an increase in demand for 100% BC and BC VQA Wine.

"I think we can describe 2017 as an elegant vintage right across the board."

MICHAEL BARTIER

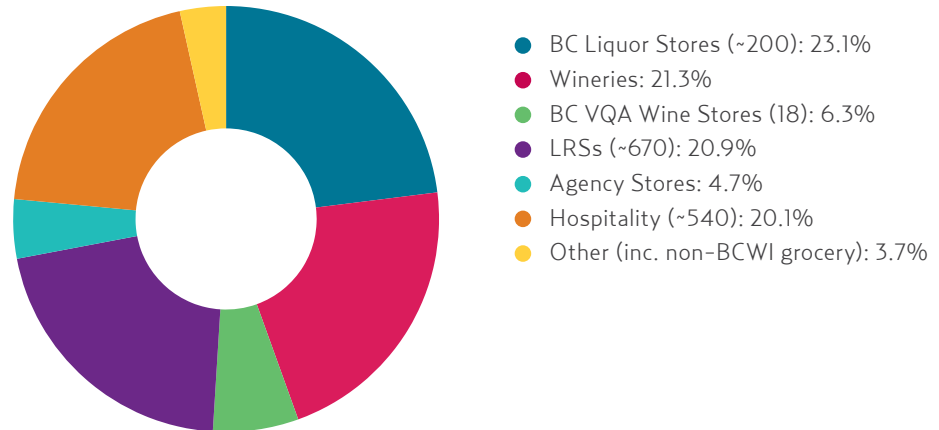
Winemaker/Owner
Bartier Bros. Vineyard and Winery



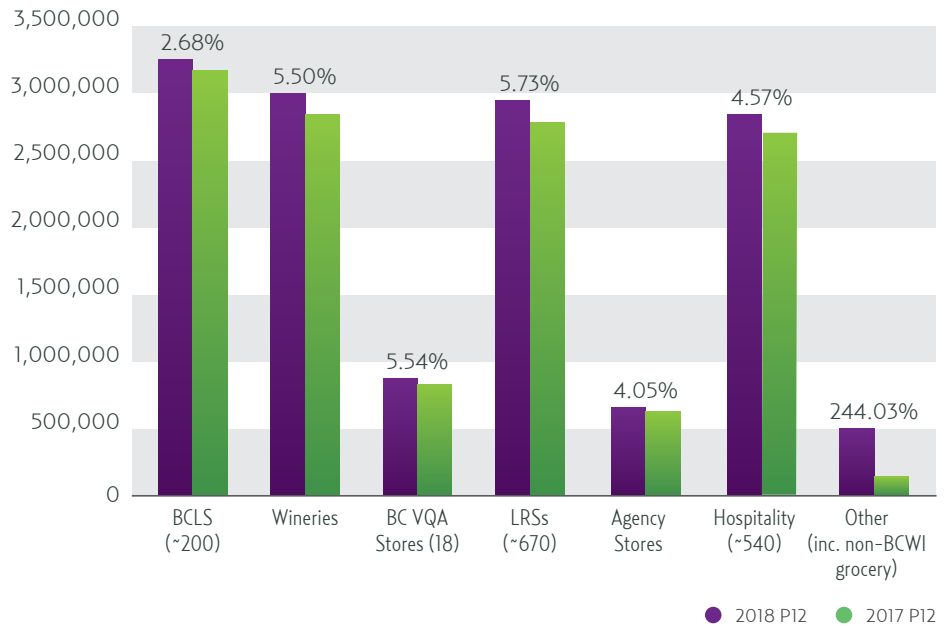


CATEGORY UPDATE

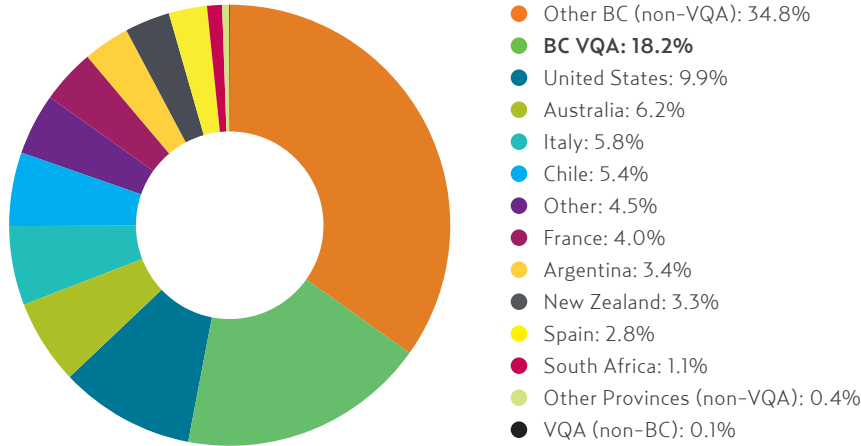
BC VQA LITRE SALES BY CHANNEL IN BC | YEAR ENDED MARCH 2018



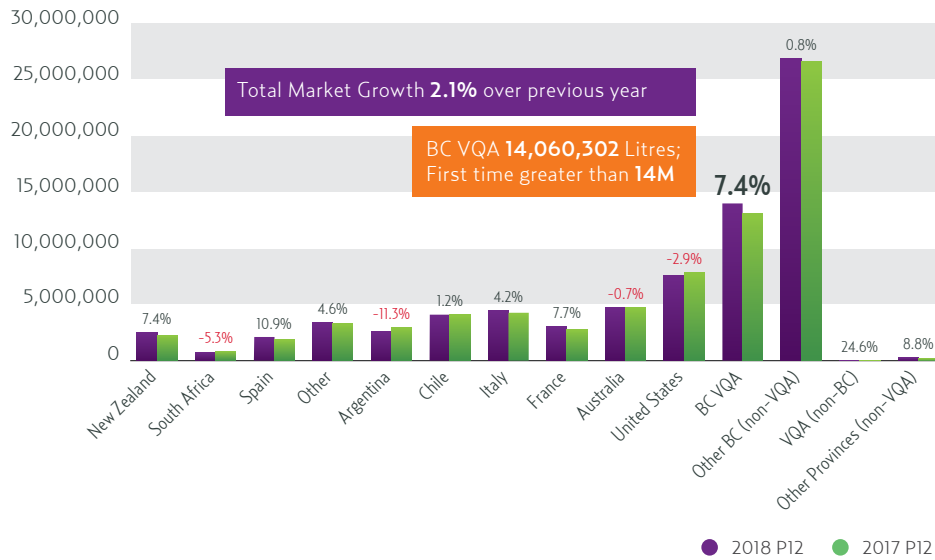
BC VQA LITRE SALES BY CHANNEL IN BC
CHANGE IN LITRES YEAR ENDED MARCH 2018



TOTAL PROVINCIAL WINE MARKET SHARE (LITRES) IN BC | YEAR ENDED MARCH 2018



TOTAL PROVINCIAL WINE MARKET SHARE (LITRES) IN BC
CHANGE IN LITRES YEAR ENDED MARCH 2018



BCWI STRUCTURE

A volunteer Board of Directors made up of nine voting winery members governs the BCWI. Winery Directors are elected at annual general meetings for three-year terms. Three *ex officio* non-voting members also sit on the Board – an independent grapegrower, a non-industry representative (optional) and the BCWI President.

Active committees and task groups comprised of expert volunteer members assist the organization. Committees of the Board of Directors currently include Finance & Risk Management, and Board Governance. Management committees to assist the President include Government Relations, and Marketing. *Ad hoc* task groups may be convened from time to time.

Board of Directors

Christa-Lee McWatters Bond, Chair, Evolve Cellars

Ezra Cipes, Vice Chair, Summerhill Pyramid Winery

Greg Berti, Andrew Peller

Erik Fisher, Monte Creek Ranch Winery (from November 2017)

Leo Gebert, St. Hubertus & Oak Bay Estate Winery

Bob Heiss, Gray Monk Estate Winery (to October 2017)

Tony Holler, Poplar Grove Winery

Ian MacDonald, Liquidity Wines

Josie Tyabji, Arterra Wines

David Wilson, Mark Anthony Group

David Kozuki, Golden Retreat Vineyard, BC Grapegrowers' Association (*ex officio* non-voting)

Douglas Friend, Independent (*ex officio* non-voting)

Miles Prodan, President/CEO, BC Wine Institute (*ex officio* non-voting)

COMMITTEES OF THE BOARD OF DIRECTORS

Finance & Risk Management Committee

Mandate to facilitate the timely and accurate reporting of financial information to the BCWI Society Board of Directors and to its members; to review financial statements and the Society's budget; to ensure that proper accounting procedures are being followed within the Society; and to monitor the key risks that may arise from or impact the Society's strategy.

Geri Davis, Chair, Gray Monk Estate Winery

Leo Gebert, St. Hubertus & Oak Bay Estate Winery

David Wilson, Mark Anthony Group

Board Governance Committee

Mandate to nominate a slate of proposed Directors to be considered for election at each annual general meeting; to attend to succession planning and conduct Board evaluation; and to ensure that the Society maintains appropriate governance standards.

Greg Berti, Chair, Andrew Peller

Ezra Cipes, Summerhill Pyramid Winery

Christa-Lee McWatters Bond, Evolve Cellars

MANAGEMENT COMMITTEES

Government Relations Committee

Mandate to identify policy priorities, develop strategies for advocating policy changes that benefit the British Columbia grape and wine industry and BCWI Society members; and to position the BCWI Society as the industry leader in advocacy to all levels of government.

Christa-Lee McWatters Bond, Chair, Evolve Cellars

Ezra Cipes, Summerhill Pyramid Winery

George Hanson, Seven Stones Winery

Tony Holler, Poplar Grove Winery

Trish Morelli, Kamloops Winery Association

Luke Smith, Howling Bluff Estate Winery

Josie Tyabji, Arterra Wines

Marketing Committee

Mandate to provide direction to BCWI staff on marketing strategies; to facilitate the development of the annual Advocacy, Communications and Marketing Operational Plan; and to develop and recommend a budget that will allow the Society to meet objectives contained in the annual plan.

Leslie D'Andrea, Noble Ridge Vineyard & Winery

Erik Fisher, Monte Creek Ranch Winery

Lindsay Kelm, Quails' Gate Winery

Scott Locke, CedarCreek Estate Winery

Ian MacDonald, Liquidity Wines

Jan Nelson, Tinhorn Creek Vineyards

Severine Pinte, Enotecca Winery & Resorts

Sally Sharpe, Arterra Wines

TASK GROUPS

Ad hoc task groups are created from time to time to help augment work done by staff and include invited member wineries to assist and provide input. Differing from committees, task groups are created to address short-term issues.

The task groups are given specific tasks to accomplish and usually a short time frame within which their work is to be completed. When the task is complete, the group is disbanded.

BC VQA Wine Appellation Task Group

Mandate to bring forward industry recommendations to propose amendment(s) to the Wines of Marked Quality Regulation that represent the interests of all 100% BC wine producers. Complete pending implementation.

BC Liquor Stores Task Group

Mandate to increase opportunities for BC VQA Wine in the BC Liquor Stores channel. Complete.

Export Task Group

Mandate to develop a three- to five-year export (outside Canada) strategy for BC VQA Wine. Complete pending implementation.

BC VQA Wine Store (Non-Grocery) Task Group

Mandate to recommend the role, long-term strategy and vision for the non-grocery BC VQA Wine stores, including input from the membership-at-large. Complete pending implementation.

BC VQA Wine-in-Grocery Annual Marketing & Merchandizing Task Group

As required by the BCWI grocery operating agreement, the mandate is to develop an annual plan specific to the BC VQA Wine-in-Grocery channel. Ongoing.

10-Year Strategic Plan Scoping Project Task Group

Mandate to represent and engage industry on the development of the scoping document to produce a 10-year BC Wine Industry Strategic Plan. Review draft scoping document and recommend implementation to the BCWI Board of Directors. Complete.

BCWI STAFF

Miles Prodan
President/CEO

Responsible for achieving annual Board approved BCWI goals & objectives.

Maggie Anderson
Communications and Content Director

Responsible for communication and content strategic planning & implementation management for the BC wine industry and the Wines of British Columbia brand.

Kimberley Barnes
Marketing Director

Responsible for marketing strategic planning & implementation management for the BC wine industry and the Wines of British Columbia brand.

Laura Kittmer
Media Relations Manager

Responsible for media & public relations.

Teresa Nykilchuk
Marketing Manager

Responsible for BCWI marketing programs.

Ashley Spilak
Content Marketing Manager

Responsible for BCWI member and BC wine industry & stakeholder communications.

Kirsten de Jager
Events & Marketing Coordinator

Responsible for administrative assistance to marketing/communications department; and events planning & execution, including winery liaison.

Patricia Pracher
Accounting Manager

Responsible for BC VQA Wine store and winery payment; and BCWI budgeting, including accounts payables and receivables.

Traci Deman
Office Manager


Responsible for general administrative matters; Board and member meetings; BC VQA Wine store licensing; BC VQA products and pricing; and regarding competition consolidations.





BCWI MEMBER WINERIES

1st R.O.W. Estate Winery
50th Parallel Estate
8th Generation Vineyard
Adega on 45th Estate Winery
Ancient Hill Estate Winery
Arrowleaf Cellars
Baccata Ridge Winery
Backyard Vineyards
Baillie-Grohman Estate Winery
Bartier Bros. Vineyard and Winery
BC Wine Studio
Bella Wines
Bench 1775 Winery
Black Dog Cellars
Black Hills Estate Winery
Black Hills Wine Experience Centre
Blackwood Lane Vineyards & Winery
Blue Sky Estate Winery
Bonamici Cellars
Bordertown Vineyard & Estate Winery
Burnt Timber Estate Winery
Burrowing Owl Estate Winery
C.C. Jentsch Cellars
Calona Vineyards
Camelot Vineyards
Cassini Cellars
CedarCreek Estate Winery
Celista Estate Winery
CheckMate Artisanal Winery
Church & State Wines – Black Sage Bench
Church & State Wines – Oliver
Church & State Wines – Victoria
Clos Du Soleil Winery
Columbia Gardens Vineyard & Winery
Corcelettes Estate Winery
Covert Farms Family Estate
Crescent Hill Winery
Crownsnest Vineyards
Culmina Family Estate Winery
D'Angelo Estate Winery
Daydreamer Wines
Deep Roots Winery
Desert Hills Estate Winery
Dirty Laundry Vineyard
EauVivre Winery
Elephant Island Winery
Estate Thurn
Evolve Cellars
Ex Nihilo Vineyards Okanagan Valley
Fitzpatrick Family Vineyards
Forgotten Hill Wine Co.
Fort Berens Estate Winery
Gehring Brothers Estate Winery
Giant Head Estate Winery
Glass House Estate Winery
Gold Hill Winery
Gray Monk Estate Winery
Grizzli Winery
Hainle Vineyards Estate Winery
Harper's Trail Estate Winery
Heaven's Gate Estate Winery
Hester Creek Estate Winery
Hillside Winery & Bistro
House of Rose Winery
Howling Bluff Estate Winery
Indigenous World Winery
Intersection Estate Winery
Intrigue Wines
Isabella Winery
Jackson-Triggs Okanagan Estate
JoieFarm
Kalala Organic Estate Winery
Kismet Estate Winery
Kraze Legz Vineyard & Winery
Lake Breeze Vineyards
Lang Vineyards
Lariana Cellars
LaStella Winery
Laughing Stock Vineyards
Le Vieux Pin Winery
Liquidity Wines
Little Farm Winery
Little Straw Vineyards Estate Winery
Lulu Island Winery
Lunessence Winery & Vineyard
Marichel Vineyard & Winery
Martin's Lane Winery
Maverick Estate Winery
Meyer Family Vineyards
Misconduct Wine Co.
Mission Hill Family Estate Winery
Monster Vineyards
Montakarn Estate Winery
Monte Creek Ranch Winery
Moon Curser Vineyards
Moraine Estate Winery



Mt. Boucherie Family Estate Winery
Nagging Doubt Winery
Niche Wine Company
Nighthawk Vineyards
Nk'Mip Cellars
Noble Ridge Vineyard & Winery
Okanagan Crush Pad Winery
Okanagan Hills Estate Winery
Oliver Twist Estate Winery
Orofino Vineyards
Osoyoos Larose Estate Winery
Pacific Breeze Winery
Painted Rock Estate Winery
Perseus Winery
Phantom Creek Estates
Pipe Dreams Vineyard and Estate Winery
Platinum Bench Estate Winery
Play Estate Winery
Poplar Grove Winery
Privato Vineyard & Winery
Quails' Gate Winery
Quinta Ferreira Estate Winery
Recline Ridge Vineyards & Winery
Red Rooster Winery
River Stone Estate Winery
Road 13 Vineyards
Robin Ridge Winery
Roche Wines
Rollingdale Winery
Rust Wine Co.
Sage Hills Organic Vineyard & Winery
Savard Vines
Saxon Estate Winery
Seaside Pearl Farmgate Winery
See Ya Later Ranch
Serendipity Winery
Seven Stones Winery
Singletree Winery
Sperling Vineyards
SpierHead Winery
Squeezed Wines
St. Hubertus & Oak Bay Estate Winery
St. Urban Winery
Stag's Hollow Winery & Vineyard
Stoneboat Vineyards
Sumac Ridge Estate Winery
SummerGate Winery
Summerhill Pyramid Winery
Summerland Estate Winery
Sunnybrae Vineyards & Winery
T.H. Wines
Tantalus Vineyards
Terravista Vineyards
The Vibrant Vine
The View Winery
Therapy Vineyards & Guest House
Thornhaven Estates Winery
Tightrope Winery
TIME Winery
Tinhorn Creek Vineyards
Township 7 Vineyards & Winery – Langley
Township 7 Vineyards & Winery – Okanagan
Upper Bench Estate Winery
Vanessa Vineyard Estate Winery
vinAmité Cellars
Vista D'oro Farms & Winery
Volcanic Hills Estate Winery
Wild Goose Vineyards & Winery
Young & Wyse Collection

BC VQA WINE STORES

Okanagan Valley

BC Wine Information Centre
101 - 553 Veas Drive, Penticton
250.490.2006
wine@pentictonwineinfo.com
pentictonwineinfo.com

Wines of British Columbia
Save-On-Foods Lakeshore
3175 Lakeshore Road, Kelowna
604.881.3363
amanada_carnegie@saveonfoods.com

Wines of British Columbia
Save-On-Foods Orchard Plaza
101 - 1876 Cooper Road, Kelowna
604.881.3363
amanada_carnegie@saveonfoods.com

Vancouver Island

Wines of British Columbia
Save-On-Foods Parksville
818 West Island Highway, Parksville
604.881.3363
amanada_carnegie@saveonfoods.com

Other Areas of BC

Wines of British Columbia
Save-On-Foods Kamloops Sahali
100 - 1210 Summit Drive, Kamloops
604.881.3363
amanada_carnegie@saveonfoods.com

Wines of British Columbia
Save-On-Foods Prince George
555 Central Street, Prince George
604.881.3363
amanada_carnegie@saveonfoods.com

Lower Mainland

Swirl Wine Store – Yaletown
1185 Mainland Street, Vancouver
604.408.9463
yaletown@swirlwinestore.ca
swirlwinestore.ca

Wines of British Columbia
Save-On-Foods East Maple Ridge
22703 Lougheed Highway,
Maple Ridge
604.881.3363
amanada_carnegie@saveonfoods.com

Wines of British Columbia
Save-On-Foods Pemberton
1250 Marine Drive,
North Vancouver
604.881.3363
amanada_carnegie@saveonfoods.com

Village VQA Wines – Kitsilano
1811 West 1 Avenue, Vancouver
604.732.8827
kits@villagevqawines.com
villagevqawines.com

Wines of British Columbia
Save-On-Foods Fleetwood
9014 - 152 Street, Surrey
604.881.3363
amanada_carnegie@saveonfoods.com

Wines of British Columbia
Save-On-Foods South Point
3033 - 152 Street, Surrey
604.881.3363
amanada_carnegie@saveonfoods.com

Westwood Wines
B4 - 1410 Parkway Boulevard, Coquitlam
604.464.5009
westwoodwines@shawbiz.ca

Wines of British Columbia
Save-On-Foods Ironwood Richmond
3000 - 11666 Steveston Highway,
Richmond
604.881.3363
amanada_carnegie@saveonfoods.com

Wines of British Columbia
Save-On-Foods Tsawwassen
1143 - 56 Street, Delta
604.881.3363
amanada_carnegie@saveonfoods.com




Wines of British Columbia
Save-On-Foods Clearbrook
300 - 32700 South Fraser Way,
Abbotsford
604.881.3363
amanada_carnegie@saveonfoods.com

Wines of British Columbia
Save-On-Foods Langley
20151 Fraser Highway, Langley
604.881.3363
amanada_carnegie@saveonfoods.com

Wines of British Columbia
Save-On-Foods White Rock
1641 - 152 Street, Surrey
604.881.3363
amanada_carnegie@saveonfoods.com



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