

WINES OF
BRITISH COLUMBIA



VQA WINES
Our land, revealed.

British Columbia Wine Institute - 2004/2005 ANNUAL REPORT





VQA WINES

Our land, revealed.

TO THE HONOURABLE MINISTER OF AGRICULTURE AND LANDS

Pursuant to Section 6 of the British Columbia Wine Act, the British Columbia Wine Institute is pleased to submit its report on activities for the year ending March 31, 2005.



Photo: Brian Sprout

Our land, revealed.

Great wine comes from places where winemakers make a conscious choice to craft the kind of wine only they can. And that's how BC wines grew up and went from good to great.

BC wineries embraced the fact that the truly great wines in the world are as unique as the place they're made. So tasting a BC wine means tasting something that can't be duplicated anywhere else. Something to be cherished. Uniquely BC.

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MESSAGE FROM THE CHAIRMAN

This has been a pivotal year for the BCWI as we embark on a new and positive direction. The focus will be on marketing, advocacy and communications as we work together to realize the full potential of branding Wines of British Columbia and promoting the Wine Regions of BC.

The establishment of the BC Wine Authority to oversee and enforce provincial wine standards will enable the BCWI to concentrate on activities to increase market share and improve the business climate for our members. After a decade of debate, we now have closure on standards. We look forward to devoting that energy to assist our wineries in selling more wine.

During the past year there were some significant achievements as we worked hard to articulate priorities to government, to revitalize the BCWI and to establish an overall vision complete with measurable goals.

Our government relations committee developed a policy memorandum outlining the need to resolve wine standards, enhance opportunities in the BCLDB, develop a wine tourism strategy and provide matching funds for research and development. The first two priorities were accomplished and the BCWI is proceeding with a strategic tourism plan this summer. Discussions continue regarding the best mechanism to further research.

The marketing committee was extremely active this year as they worked with staff to develop a comprehensive program to promote our wines. This plan combined with the BCLDB

improvements will enable the BCWI to raise brand awareness and further increase our market share. In addition, all VQA store licenses have been granted and we experienced record sales in our own exclusive retail stores.

We conducted a members' survey to canvass the industry regarding their needs and followed up with several in-depth board sessions to develop our vision. That vision is to establish the Wines of British Columbia (BC VQA) as the preferred premium wine brand; create a business climate that encourages investment in the quality of BC wines; and assist members to realize their full potential and provide leadership on key industry issues.

I am confident that under the very capable leadership of Peggy Athans and her staff, that the BCWI will help us achieve this vision. I am also convinced that our emerging industry needs an organization such as the BCWI if we are to attain our lofty aspirations. Therefore, I urge all wineries to consider membership in the BCWI as we move toward a voluntary trade association.

In conclusion, I would like to thank our members, staff, directors and particularly government for renewing their partnership with industry. Together we have made a difference.

Gordon Fitzpatrick, Chairman



MESSAGE FROM THE EXECUTIVE DIRECTOR

change, growth, success!

This has been a year of change, growth and success for the British Columbia Wine Institute.

I am extremely proud of the re-emerging prominence of the BCWI. We have worked hard to re-establish the BCWI as a dynamic, strategic, forward-thinking organization that works to create a better business environment for members, provides services to members, and elevates the BC VQA wine brand to new heights.

The hard work is paying off. Sales of BC VQA wines topped \$100 million for the first time in British Columbia in September 2004 (12-month rolling sales) and have continued to grow exponentially, reaching nearly \$113 million in March 2005 (12-month rolling sales). BC's wine industry is truly booming; more grapes are being harvested, more wines made, more tourist visits to wineries, more awards won, and we have a higher provincial, national and international profile than ever before. In an extensive survey in February 2005, members indicated overall satisfaction with and approval of the new strategic direction we are taking.

The credit for this belongs to many. I have worked hard to build a highly-skilled BCWI team. I hired a brand manager in March 2004 and a communications manager in December 2004, both of whom are developing and executing strategic marketing and communications plans. I have made other adjustments to the team to reflect new roles and responsibilities. I am also pleased to note that we added four new BC VQA stores, bringing the total to 20; these stores are an important retail category for BC VQA wines. The BC Liquor Distribution Branch stores are a growing retail category for our wines, and a vital partner in their promotion. Other retail channels, including Licensee Retail Sellers and on-premise accounts, are also critical to our overall sales.

For all these successes, challenges remain. The BCWI must continue to revitalize itself by developing a new vision, goals and objectives for the type of trade association it wishes to become; this report contains details on that. I look forward to the challenges ahead, and I have complete confidence that we will achieve all our goals and objectives.

Peggy Athans, Executive Director

Canada Finds Its Napa: British Columbia's emerging Okanagan Valley has the makings of a serious wine region.
headline from *Wine Spectator* article by Lynn Alley, July 31, 2004

The BC Wine Institute: where we've been, where we're going

The success story

Sales of BC wine are soaring, tourist visits to wineries are increasing, new wineries and vineyards are coming on stream. Our wine regions reflect all of BC's 'supernatural' beauty, offer a stirring sensory combination of mountains, forests, ocean, lakes and desert. Our wines reflect BC's unique terrain. Our wineries offer intimate tasting and touring experiences. Our talented wine makers consistently push the bounds of quality, capturing far more than their share of awards. BC's top restaurants and chefs have embraced BC wines, creating a regional cuisine that has taken the natural partnership between wine and food to new levels. Times have never been better for BC's wine industry, and the outlook is very bright.

Even with so much success in the bottle, in the vineyard, at festivals, at competitions, the BC wine industry is still in its adolescence, and there is much more we can achieve. We can capture a much larger share of the domestic market, we can increase market share in other provinces, and we can develop export markets for BC VQA wines. We can greatly expand wine tourism and link it to broader provincial tourism objectives, we can develop partnerships with other tourism and hospitality sectors, we can foster research and development initiatives that place us on the forefront of best practices in enology and viticulture, we can attract more attention from wine and travel media, and we can create a unified wine industry that works seamlessly to achieve all that.

Wine's new world

The BCWI began in 1990 in response to the clear need for a single organization to administer the newly adopted VQA standard and to promote the VQA brand. Over time, we became responsible for a range of services to members and for communications, advocacy, and research & development.

Sales of BC VQA wine in our inaugural year were about \$6 million. Now they have reached \$113 million annually, and the world in which the wine industry lives has changed completely. Competition from other New World wine exporting countries, regulatory changes, consumption shifts, upgrades in wine making technology; the list goes on. The need for strong branding and marketing has also changed; it's more vital than ever before. Growing market share depends on it.

A time for vision, objectives, action

It is a transitional year for the BCWI. The creation of the BC Wine Authority changes our role. Membership in the BCWI will depend on wineries recognizing that the BCWI has played and will play a vital role in the industry's success. Members will judge the BCWI on their ability to plan and execute the role that a strong and vital trade association can play in the ongoing development of BC's wine industry, and to realize the industry's incredible potential as outlined above.

Creation of the BC Wine Authority and the accompanying closure on provincial wine standards was important to the industry, and it's behind us now. Momentum is on our side; our marketing programs are on track, and we have worked with the provincial government to improve the business



Photo: ©2001 Paul Warchol Photography Inc.



Photo: Brian Sprout

climate for BC wines. We are not waiting to see what the future brings. We are creating our own future on behalf of our members. We are taking action to build BC's wine industry by continuing to establish excellent new marketing, communications and advocacy programs and pushing sales of BC VQA wine to new heights.

Our members' survey in February suggested that the recent industry changes had resulted in the need for the BCWI to clearly define what role it plays and what services it offers to members. This is often necessary after major shifts in business or regulatory environments, and BC's wine industry is no exception. In April, the BCWI management and then the board of directors met in extended sessions to clearly outline the vision, values, core purpose and visionary goals of the BCWI. This helps us set priorities, and it helps members understand the direction we're taking. These are the guiding principles of our organization and all our work flows from them.

Our vision is straightforward and clear. We will establish the Wines of British Columbia (BC VQA) as the preferred premium wine brand; create a business climate that encourages investment in the quality of BC wines; and assist members to realize their full potential and provide leadership on key industry issues.

Our core values are reflected in all the work we do: quality, leadership, dedication, and passion.

Our core purpose is our reason for being: to represent the interests of British Columbia wine producers (BC VQA) in the marketing, communication and advocacy of their products to all stakeholders.

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

We will establish the Wines of British Columbia (BC VQA) as the preferred quality choice of consumers. We do this by educating our consumers to understand that we produce only 100 per cent BC wine (BC VQA). We will create a market share that absorbs our grape production. Our market share in dollars will be greater than any other category in BC (excluding Canadian non-VQA). We will be known for quality wine and memorable wine tourism experiences.

We will improve the profitability of and business climate for our members. We will work to provide margin enhancement through trade channels, relief from excessive taxation (for example, the federal excise tax), and develop a tourism strategy to improve on-site sales and to increase the flow of tourism dollars to the wine regions.

We will create a better sense of community within the BC wine industry. We will create opportunities for networking, collaboration and education in the industry. We will provide leadership as the voice for industry to media, government, consumers and other stakeholders. We will find common ground amongst industry stakeholders.

"BC is a small, secluded, distinctive wine region, producing unique wines that speak of our province: youthful, fresh, innovative, uncomplicated."

Judith Lane, *Vancouver Magazine* Our Land Revealed supplement, June 29, 2005

Where we stand: our position on priority organizational issues

The BCWI listens to and is shaped by members' views on priority organizational issues and how it should respond to them.

This summary of priority issues and the BCWI's position on them gives us the internal focus to allow us to move forward as an industry leader.

VQA Marketing Effectiveness—Our brand is Wines of British Columbia (BC VQA).

Wine Tourism Marketing—The BCWI recognizes that wine tourism is an important source of revenue for BC wineries. The BCWI aims to market BC as a wine tourism destination of choice. We are moving ahead with a strategic plan for wine tourism, co-funded by the BC Agritourism Alliance.

Working with the BCLDB—The BCLDB is the largest retail chain in the province and is critical to achieving our market share objectives and reinforcing the BC VQA brand with wine consumers.

Member Education—The BCWI will provide two workshops per year on specific topics that are consistent with our vision.

Research & Development Planning—The BCWI supports the principle of R & D activity, believes the entire industry should contribute to R & D funding, and is willing to provide administrative support for R & D.

Grape growers' Membership—We see grape growers as important members of the BCWI and we value their contribution as

members. Grape growers will be encouraged to be members (for a small annual registration fee, as opposed to annual levies) and receive the benefits of membership.

Regional Representation of Members—Our focus is on the Wines of British Columbia (BC VQA); our branding efforts will benefit all the wine regions of the province.

VQA Stores—VQA stores are established from licenses already granted to wineries. Licenses were appointed to the BCWI to benefit the wine industry and BC VQA brand development. The BCWI will continue to provide this service. All VQA wines will be sold in those stores (including non-BCWI members' VQA wines).

Inclusion of Non-BCWI members in BCWI's Marketing Efforts—Although the majority of our marketing efforts are developed for members, the entire BC wine industry benefits from our marketing work. The majority of activities will continue to be limited to members. When required by industry and when co-funding is secured, the BCWI will assume a leadership role in producing marketing materials to meet consumers' needs on behalf of the entire industry, such as wine region maps. We will enforce a pay-to-play policy for non-members regarding education activities.

BC Wine Authority and National Wine Standards—The BCWI supports the development of a national wine standard, but has serious concerns regarding preliminary cost estimates. The BCWI will take a leadership role to develop the provincial position on standards, and to move national wine standards forward in a financially prudent manner.

Government Advocacy—The BCWI will take a leadership role in advocacy to government, and will engage representatives from other industry groups by communicating its positions and activities to those groups as required.



“On the Naramata Bench near Penticton, wineries line up alongside one another like pearls on a necklace...”

Gerd Braune in Germany-based wine magazine
Alles Über Wein, January 2005

Business objectives and strategies: achieving the visionary goals

These short- and medium-term business objectives are linked to and flow from our vision, values, purpose and visionary goals.

Membership Objectives

- Attain and retain a membership representing 95 per cent of production of BC grapes, 75 per cent of licensed wineries and 50 per cent of the grape growers by the 2007 harvest.
- Attain a membership with representation from each region.

Financial Objectives

- Create and maintain a sustainable funding model to effectively carry out the vision of the BCWI.
- Ensure members' fees are used responsibly while operating within approved budget guidelines.
- Secure additional sources of funding to augment members' fees that represent at least 20 per cent of the BCWI's annual operating budget, thereby providing further value for membership.

Tourism Objectives

- The BCWI, has formed a partnership with the BC Agri-Tourism Alliance to co-fund a strategic plan to build BC's wine tourism. Our goal is to put together an inclusive, cohesive plan for the entire wine tourism industry in British Columbia. As well, our process will integrate within the larger agri-tourism picture that includes culinary tourism, non-wine farm tourism, and sales of food and beverages to food service and hospitality establishments. The completed plan will outline further objectives for industry and the BCWI.

Marketing Objectives

- The BCWI marketing program will define and elevate the BC VQA brand, and assist wineries and regions with their individual brand promotion and marketing objectives through the collaborative promotion of the brand “Wines of British Columbia (BC VQA)”.
- Increase BC VQA market share by one per cent per year (in dollar sales) in BC annually until 2010 (attaining a 23 per cent market share by 2010). Our market share in dollars will be greater than any other category in BC (other than Canadian non-VQA wine).
- Increase VQA market share by one per cent annually (in litre sales) in Alberta until 2010 (attaining a 9 per cent market share by 2010).
- The BCWI will dominate the wine calendar in western Canada with events and programs that create awareness and build sales and loyalty with trade. We will capitalize on the already high existing interest and coverage from media. We will expand awareness among consumers.
- We will conduct annual consumer research studies to better understand our target consumers (such as benchmarking how consumers make buying decisions, what influences their purchasing decisions, understanding awareness levels of BC VQA, determining what consumers think about our products).

Communications Objectives

- Our communications will support marketing and advocacy objectives, create strong relationships with industry stakeholders and government, and position the BCWI as the lead industry organization and voice.
- We will increase media coverage of BC VQA Wines and create strong relationships with key journalists to encourage media coverage over the short, medium and long term.
- We will improve communications with members through successful implementation of the strategic communications plan.

Government Advocacy Objectives

- The BCWI will continue to build its leadership role in advocacy to government and will engage representatives from other industry groups to promote a united front.
- We will find common ground among members and stakeholders, and be a strong voice for the BC wine industry.
- We will grow and sustain demand for BC VQA wine while improving the profitability and business climate for our members through collaborative advocacy.

Sales figures for BC VQA never brighter

Sales for BC VQA wine have risen every year since VQA was established as BC's wine standard. However, the 2004/05 increase was one of the biggest jumps for several years.

Total dollar sales were \$112,365,839 as of March 31, 2005, representing 18.70 per cent market share and a 22 per cent increase over the same period the previous year. Total litres sold were 5,571,100, a 13.44 per cent market share and an increase of 18 per cent over the same period the previous year.

The last time sales jumped that much was in 2001/02, when they increased by the same amount – 22 per cent. The average rise over the past five years has been 17 per cent per year.

As well as BC VQA wines did in capturing additional market share, Australian wines did even better. Australia gained more market share than any other wine region, picking up another 2.58 per cent in dollars (BC VQA gained 1.5 per cent). This is hard evidence that members of BC's wine industry need to work together against aggressive marketing and price points from Australia and other wine exporting countries.

“Writing about British Columbia’s award-winning wines would take months, if not years, given how many awards have been won and how many competitions BC wineries enter each year.”

Anthony Gismondi, *Vancouver Magazine*
Our Land Revealed supplement, June 29, 2005

Marketing highlights

Defining and elevating the Wines of British Columbia (BC VQA) and the Wine Regions of BC brands was the most important marketing work we carried out this year.

We carefully pinpointed our brand’s characteristics and aligned them with everything we know about our consumers. In doing so, we revealed key themes and concepts around the BC VQA brand identity and brand promise. The 2005/06 marketing plan and our specific marketing projects all flow from strong branding; it allows us to create strategic and carefully integrated visual themes and copy, choose the best venues, techniques and media for reaching consumers, and align marketing strategies with communications strategies. Defining and elevating these brands will continue in 2005/06.

Highlights of the past year included:

- Distributing four sets of new creative materials to 213 BC LDB stores, 20 VQA stores, LRS stores, and select out-of-province venues.
- Clarifying the BC VQA logo brand to make it more identifiable to consumers.
- Establishing four levels of provincial road signs last summer and fall to direct visitors to the wineries of British Columbia.



Photo: Brian Sprout

- Creating a map that includes all licensed wineries in British Columbia which provide tourist offerings, and distributed 250,000 copies; BCLDB, member wine shops, out-of-province venues, trade shows, tourism associations and other channels.
- Executing a series of trade and media activities in British Columbia and Alberta to heighten awareness of BC VQA Wines. We held two events in Vancouver as well as one in Victoria, Calgary and Edmonton.
- Delivering and executing training for 80 BC VQA advocates at the BC LDB. Providing an overview of BCWI marketing and retail tools, VQA selling strategies and wine tasting.
- Using print advertisements targeted trade and consumer publications to raise awareness about VQA stores selling exclusively BC VQA wines.
- Investing in images depicting BC’s wine regions for retail campaigns and media.
- Organizing high-profile tours for visiting media to BC’s wine regions.
- We also hosted staff editors, writers and photographers of Liquor Control Board of Ontario publication *Food & Drink*.
- Sponsoring Dine Out Vancouver, Dine Around Victoria, and Calgary Dine-Out Week.
- In May, 76 members and non-members participated in an industry marketing and sales workshop on direct marketing, sales, consumer services, staff training and team-building.
- Consolidating and shipping 478 cases of wine for 25 competitions and 6 special events and tastings.

“Imagine for a moment wine country minus the congested roads and crowded tasting bars. Now picture its rolling vineyards backed up against the shores of Lake Tahoe, and you have a pretty good idea of what to expect from British Columbia’s Okanagan Valley.”

Kevin Raub, *San Francisco Magazine*, May 2005

Communications highlights

Strategic communications became an operational priority and necessity for 2004/05. Many of our functions require professionally planned and executed communications tools and tactics. The BCWI created and filled the position of communications manager midway through the fiscal year to reflect that emerging need.

Communications activities were as follows:

- Developing a strategic communications plan.
- Positioning the BCWI as a credible and influential leader in the BC wine industry.
- Promoting VQA stores as an important outlet for BC VQA wines.
- Monitoring and responding to critical issues that affect members.
- Aligning all communications messages with marketing strategies and plans.
- Promoting the success of the wine industry and the economic benefits of a profitable, innovative industry.
- Redesigning and upgrading existing communications tools and developing new ones.
- Developing and delivering a series of key messages to media.
- Re-establishing regular media releases on various BCWI and wine industry issues and events.
- Providing story ideas and key messages to members, Tourism BC, and local tourism associations for use in their own media relations efforts around the wine industry.
- Responding to hundreds of media requests for information on BC wines for provincial, national and international media.
- Establishing regular bulletins to members and industry stakeholders.
- Developing close working relationships with key wine writers.
- Organizing a working group of communications and marketing staff from various wineries, Tourism BC and tourism associations for co-operative communications initiatives.



"I think un-oaked pinot gris is emerging as BC's signature wine, the best contender to grab international recognition."

Beppi Crosariol, *Globe & Mail*, June 18, 2005

Research and development highlights

Research and development continued to represent a vital service that the BCWI coordinates on behalf of members and the larger wine industry. Our fruitful research partnership with the Pacific Agrifood Research Centre in Summerland continued.

The Research and Development Committee continues to push the bounds of vineyard productivity and wine quality. In June 2004, the committee held its fifth annual viticulture and enology conference in Penticton. Over 250 delegates participated in updates on ongoing BCWI-funded research projects as well as presentations on frost control in the vineyard, weather modeling for powdery mildew, botrytis control, trunk diseases, Sauvignon Blanc aromas, Brettanomyces and a number of yeast-related topics.

The committee made plans to update the Management Guide for Grapes for Commercial Growers in 2005/06. The BCWI sold 103 copies of this guide over the past year to companies and individuals interested in establishing vineyards.

The committee has approved funding for the following new projects:

- Effects of Interactions between Deficit Irrigation, Vine Balance and Leaf Removal Timing on Vine Physiology, Fruit Quality, and Disease and Insect Pressure in Merlot and/or Cabernet Sauvignon. The principal investigator is Dr. Pat Bowen. Two experiments, each with deficit irrigation treatments, will be conducted: one that includes vine balance levels, and the other with timing of leaf removal.
- Insecticide Efficacy Trials. Submitted by Dr. Tom Lowery. This project will evaluate several insecticides for efficacy against leafhoppers, cutworm, and click beetle.
- Mustard Cover Crops for the Suppression of Click Beetle and Cutworm Damage to Grapes by Dr. Tom Lowery. This study will monitor the effect of a number of cover crop species on the amount of damage caused by cutworms and click beetles as well as the effect on vine vigour and fruit quality.

- Development of key flavour and aroma volatiles in Okanagan Merlot and Cabernet Sauvignon. This is a collaborative study involving Dr. Kevin Usher, Dr. Benoit Girard and Dr. Pat Bowen from PARC Summerland and Dr. Nigel Eggers from UBC Okanagan.
- Development of a pheromone trap for monitoring and managing sugarbeet wireworms, *Limoniuss californicus*, the main species of click beetle attacking grapes in the Okanagan by Dr. John Borden. The objective of this study is to identify the specific identities and blends of pheromone components attractive to male *L. californicus* that could be used in developing monitoring and control devices for this pest in vineyards.

Projects to be added in 2005/06:

- Identification and management of grape sour rot in British Columbia by Dr. Peter Sholberg. The purpose of this study is to identify the various causal agents of this disease and to verify if certain fungicides may worsen incidence as well as to propose measures to control or reduce the severity of infections.
- Nutritional requirements for maintenance of healthy vines and highest quality grapes by Dr. Gerry Neilsen. This project will correlate vine nutrition and quality of grapes in a number of soils in the Okanagan – Similkameen and determine if nematodes play a role in vines showing poor vigour.
- Identification of Factors that Contribute to Berry Shivel (Arrested Fruit Development) in the Okanagan Valley (Dr. Pat Bowen). Berry shivel incidence occurs at seriously high levels in some Okanagan Valley vineyards where it causes significant yield and quality losses, and/or high costs associated with cluster thinning. This project proposes to characterize the mesoclimate and vine physiology in shivel-prone and non-prone vineyards.

“The surge in popularity of BC wines in Vancouver restaurants has been a driving force in our emerging regional cuisine—the combination of local ingredients and wines—something that no other city in Canada can lay claim to.”

Jamie Maw, *Vancouver Magazine* Our Land Revealed supplement, June 29, 2005

Government relations highlights

Government relations activities this year focused on working with the provincial government to create the British Columbia Wine Authority (BCWA).

This is a very positive step that allows the industry to move beyond concerns about enforcement of standards and move forward as a united group for the purpose of selling more BC wine provincially, nationally and in international markets.

The BCWI and its Government Relations Committee was involved in the process from the beginning. Board chairman and committee chair Gordon Fitzpatrick was a member of the Wine Advisory Panel, an advisory group to the Minister of Agriculture, Food and Fisheries (MAFF), which will administer the new BCWA. Cabinet approved the new regulation in March 2005. The BCWA will be constituted on August 1, 2005.

Resolving issues around the BCWA allowed us to proceed with other government relations priorities, including these:

- We participated with other wine industry organizations in the Office of the Solicitor General’s Wine Policy Working Group, working to develop restructuring options for the industry and researching best practices in other wine regions,

and in their Economic Impact Survey of BC’s wine industry in December 2004.

- The Wine Policy Working Group dedicated significant time and resources to coordinating the activities of the different provincial ministries which have policies affecting the wine industry. That commitment was invaluable in identifying policy priorities, and we were able to consistently and effectively deliver the message that a bottle of BC wine provides a contribution to the provincial economy eight times greater than a bottle of imported wine.
- We worked with the Solicitor General to develop policies that create a better business climate for the BC wine industry.
- Through the Canadian Vintners Association, we lobbied the federal government for excise duty relief for Canadian wine in the 2005 federal budget.



“A record harvest, a promising 2004 vintage, a superlative icewine harvest...and VQA sales that, for the first time, have topped the \$100 million mark: all good reasons why, from Summerland to Salt Spring Island, the BC wine industry is pumped.”

Tim Pawsey, *Wine Access*, May 2005

Vintage 2004

By John Schreiner

Summary:

White wine quality: good to superb

Red wine quality: good, with Pinot Noir standing out

Icewine quality: good to superb

The 2004 vintage in both the Okanagan and in the coastal appellations was one which, in the words of one winemaker, separated the “disciplined growers” from the rest. Those who succeeded (most did) in dealing with the three to four weeks of cool, wet weather that began in mid-August delivered good to superb fruit to the wineries. The result: excellent 2004 white wines, with good natural acidity, bright flavours and moderate alcohols. At Tinhorn Creek, as an example, winemaker Norman Cole was pleased to make a Gewürztraminer with 12.5% alcohol after three successive vintages that came in at 13% or higher.

The 2004 red wines are lighter than the muscular 2003 reds but, with more moderate alcohols, good acidity and lively flavours, promise elegance and early drinkability. “It was one of the first years in a while when the flavours were able to ripen before the sugars got too high,” Cole says. Quails’ Gate winemaker Grant Stanley believes that it was “a great year for Pinot Noir.”

Like the hot 2003 vintage, the 2004 growing season began with a warm April to give the vines a fast start. Growing conditions were normal in May and June, followed by six unusually hot weeks to the middle of August. The extreme heat in the south Okanagan sent vines in the Oliver-Osoyoos vineyards into protective hibernation during temperature spikes. In vineyards further north, moderated by the lakes, the vines continued producing sugar. As a result, winemakers

report that grapes from such north Okanagan areas like the Naramata Bench were picked at higher average sugar readings than those of the south, a reversal of the normal pattern.

The cool, wet weather than began in mid-August also was a departure from normal pattern (it rarely rains in August), creating significant challenges for growers. The weather fostered excessive plant growth, powdery mildew and botrytis (sour rot). In general, vineyard managers quickly removed the excess growth, opening up vine canopies to good air flow, and exposing grape bunches so that sprays could control the infections.

This cool spell caused considerable anxiety. “There was concern that we were going to lose it,” Fairview Cellars owner Bill Eggert says of the vintage. “But the weather turned around and everything ripened up.” The long but relatively cool autumn rewarded growers with the patience to let the grapes reach full ripeness slowly.

In the Fraser Valley and on Vancouver and the Gulf Islands, the weather pattern was similar. The growing challenges were similar, with one additional problem: some winegrowers were hit by the 2004 surge in the wasp population. The insects are attracted to aromatic grape varieties and to grapes that have split due to disease or too much rain. “We lost at least 30% of our Pinot Noir and half of our Viognier to wasps,” reports Roger Dosman of Alderlea Vineyards at Duncan.

The 2004 Icewine harvest occurred early in January, while the grapes still were healthy. Arctic temperatures dipped below -12C for several days, enabling winemakers to make lusciously concentrated wines with bright acidity.

2004 Crop Report

The following tables are based on the crop reports furnished by the British Columbia Wine Institute's member wineries.

Tonnage by Area

Area	Tonnage	Value
Cawston/Keremeos/Similkameen	701	\$ 985,065
Kelowna	1576	2,245,047
Okanagan Falls	778	1,048,909
Oliver	10032	16,525,869
Osoyoos	715	1,283,276
Lake Country/Vernon	253	369,394
Penticton/Naramata/Kaleden	1636	2,595,238
Salmon Arm	14	17,545
Summerland/Peachland	335	534,249
Westbank	305	489,090
	16,345	26,093,681
Others		
Kootenays	14	18,730
Fraser Valley	166	180,345
Gulf Islands	124	180,996
Vancouver Island	21	30,009
	326	410,079
Total Tonnage:	16,671	26,503,760

Breakdown of 2004 Crop in Order of Importance

All varieties are reported in short tons (2000 pounds)

Variety	2004	2003	2002	2001	2000	1999	1998	1997	1996
Merlot	3201	3,003	2,853	2,432	1,346	1,423	794	454	341
Chardonnay	2435	2,562	2,062	2,085	1,547	1,720	1,483	946	794
Cabernet Sauvignon	1174	1,153	1,024	938	568	511	257	152	76
Pinot Noir	1162	1,325	1,454	1,296	892	982	630	536	454
Pinot Blanc	1161	1,237	1,131	1,309	826	963	804	630	594
Pinot Gris	1161	1,139	1,167	929	604	554	289	203	161
Other	1088	1,487	1,234	964	865	700	1,939	575	641
Gewürztraminer	1066	1,018	899	765	521	561	472	417	297
Riesling	817	681	559	478	433	523	731	606	692
Cabernet Franc	747	720	686	620	511	622	500	326	147
Gamay Noir	708	528	454	472	254	235	204	87	-
Sauvignon Blanc	589	627	384	349	190	197	89	-	-
Ehrenfelser	259	271	182	221	218	339	280	178	276
Bacchus	169	126	162	152	186	216	190	176	168
Muller Thurgau	132	98	107	76	83	102	95	66	97
Auxerrois	130	158	193	190	196	316	320	267	293
Marechal Foch	129	114	113	175	98	121	129	167	154
Chancellor	111	141	121	138	87	114	134	159	143
Chenin Blanc	94	99	92	71	65	73	93	60	71
Semillon	85	145	115	77	62	53	71	39	61
Kerner	78	73	72	74	90	95	96	70	74
Vidal Blanc	67	16	17	151	128	256	255	273	218
Pinot Meunier	46	48	53	49	37	46	12	-	-
Optima	42	50	35	53	52	46	53	-	-
Baco Noir	14	59	78	56	115	141	156	107	135
Verdelet	7	18	6	17	48	48	112	109	215
TOTAL	16672	16897	15253	14137	10022	10957	10188	6603	6102

2004 Crop Summary

All varieties are reported in short tons (2000 pounds)

Variety Red	Tonnage	Total Value	% of total crop	% red
Merlot	3,201	\$ 6,169,576	19.200	40.566
Cabernet Sauvignon	1,174	2,367,274	7.040	14.874
Pinot Noir	1,100	1,891,284	6.600	13.945
Cabernet Franc	744	1,313,612	4.463	9.430
Gamay Noir	708	950,858	4.250	8.978
Syrah/Shiraz	383	759,557	2.295	4.850
Marechal Foch	129	171,924	0.774	1.636
Chancellor	111	99,857	0.665	1.405
Misc. Red Vinifera	71	182,609	0.428	0.904
Icewine Pinot Noir	62	120,273	0.374	0.789
Pinot Meunier	46	64,156	0.274	0.579
Lemberger	27	36,348	0.162	0.343
Baco Noir	14	22,275	0.081	0.171
Other	121	196,717	0.724	1.530
	7,891	14,346,320	47.0	100.0

Variety White	Tonnage	Total Value	% of total crop	% white
Chardonnay	2,420	\$ 3,568,285	14.515	27.559
Pinot Gris	1,161	1,702,548	6.961	13.216
Pinot Blanc	1,146	1,528,235	6.875	13.053
Gewürztraminer	1,046	1,450,953	6.275	11.915
Riesling	700	845,186	4.199	7.972
Sauvignon Blanc	589	882,529	3.530	6.703
Ehrenfelser	232	282,360	1.389	2.637
Bacchus	169	214,272	1.014	1.925
Müller Thurgau	132	158,841	0.794	1.507
Auxerrois	130	164,494	0.780	1.482
Icewine Riesling	117	188,573	0.701	1.331
Chenin Blanc	94	120,466	0.566	1.074%
Semillon	85	109,435	0.509	0.965
Kerner	44	55,872	0.264	0.501
Madeleine Angevine	57	56,940	0.342	0.648
Scheurebe	45	45,315	0.272	0.516
Chasselas	60	72,350	0.362	0.687
Sovereign Opal	71	70,990	0.426	0.808
Icewine Vidal	62	74,521	0.372	0.707
Optima	42	50,640	0.253	0.480
Madeleine Sylvaner	36	35,826	0.216	0.410
Ortega	23	29,396	0.139	0.264
Schönberger	35	43,945	0.209	0.397
Other	285	405,466	0.017	0.032
	8,781	12,157,440	53.0	100.0

Historical Comparisons

Crop processed by type of winery (Short Tons)

Year	Large Winery	Med-sized Winery	Small Winery	Total
2004	9,222	5,003	2,447	16,672
2003	9,514	5,670	1,713	16,897
2002	8,904	4,325	2,024	15,253
2001	9,386	3,305	1,446	14,137
2000	6,080	2,813	1,129	10,022
1999	6,221	3,553	1,183	10,957
1998	5,040	4,816	332	10,188
1997	2,510	3,456	637	6,603
1996	2,480	3,181	441	6,102
1995	3,227	4,294	497	8,018
1994	2,865	2,825	345	6,035
1993	4,849	3,590	213	8,652
1992	2,611	2,079	160	4,850

History of processed crop purchases (Short Tons)

Year	Red grapes	White grapes	Total
2004	7,891	8,781	16,672
2003	7,803	9,094	16,897
2002	7,461	7,792	15,253
2001	6,586	7,551	14,137
2000	4,206	5,816	10,022
1999	4,415	6,542	10,957
1998	4,403	5,785	10,188
1997	2,089	4,514	6,603
1996	1,625	4,478	6,103
1995	2,026	5,990	8,016
1994	945	5,090	6,035
1993	1,384	7,286	8,670
1992	657	4,193	4,850

Value of wine grape production

Year	Tons	Farm value in millions	Avg. price per ton
2004	16,672	26.5	1,590
2003	16,897	23.5	1,391
2002	15,253	22.5	1,473
2001	14,137	21.2	1,498
2000	10,022	14.2	1,414
1999	10,957	14.8	1,347
1998	10,188	11.8	1,163
1997	6,603	7.4	1,118
1996	6,102	6.5	1,057
1995	8,018	8.5	1,060
1994	6,035	5.9	977
1993	8,652	8.1	936
1992	4,850	4.5	927

BC VQA Wine Sales History in British Columbia

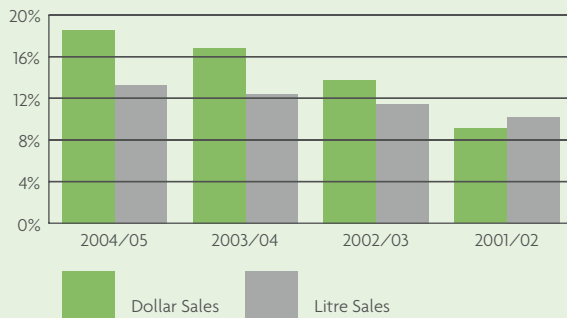
(12 months ending March 31)

Year	Dollar value	Litres	% change	% change	\$/Litre	\$/750ml
2004/05	112,365,839	5,571,100	22	18	20.17	15.13
2003/04	91,998,375	4,728,612	11	12	19.46	14.60
2002/03	83,051,239	4,233,458	18	14	19.62	14.72
2001/02	70,418,708	3,717,452	22	24	18.94	14.21
2000/01	57,638,465	2,999,807	18	16	19.21	14.41
1999/00	48,740,017	2,585,217	16	7	18.86	14.16
1998/99	42,143,199	2,420,599	6	6	17.41	13.05
1997/98	39,758,907	2,324,068	22	11	17.11	12.83
1996/97	32,397,296	2,093,324	3	3	15.48	11.61
1995/96	31,321,592	2,035,877	22	15	15.38	11.54
1994/95	23,666,799	1,775,580	57	38	13.33	10.00
1993/94	15,306,430	1,289,672	45	32	11.87	8.90
1992/93	10,559,586	977,030	54	31	10.81	8.11
1991/92	6,846,183	748,196	-	-	9.15	6.86

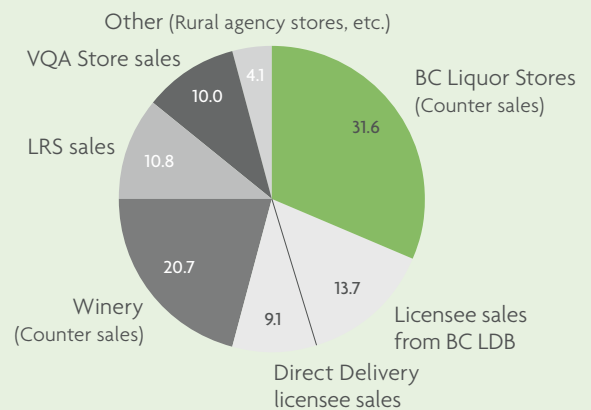
Source: British Columbia Liquor Distribution Branch (BCLDB)

Market share in dollars for VQA Wine in BC

(12 month period ending March 31)



Where BC VQA wines were sold in 2004/05



Source: BC Liquor Distribution Branch Service Plan 2005-06

Market Share in Litres in British Columbia by Country of Origin

(12 month period ending March 31)

Country	2004/05	2003/04	2002/03	2001/02
Canada	36.04	37.32	37.92	27.98
Australia	15.65	13.04	10.24	8.31
BC VQA	13.44	12.30	11.70	10.82
USA	9.79	9.07	9.96	11.31
Italy	6.94	8.70	9.01	8.06
Chile	6.06	6.63	7.27	7.36
France	4.72	5.46	6.48	7.02
Other	7.36	7.45	7.34	9.14

VQA wine sales by variety

(12 months ending March 31, 2005)

Wine	\$/Litre	\$ Sales	\$ Share
Merlot	\$ 21.23	\$15,231,149	% 13.85
Chardonnay	18.20	12,423,476	11.30
Blended Red	15.79	9,042,803	8.22
Pinot Gris	19.72	9,475,740	8.62
Blended White	13.39	5,748,937	5.23
Pinot Noir	20.93	7,977,141	7.25
Gewurztraminer	17.87	6,714,260	6.11
Pinot Blanc	16.82	5,485,244	4.99
Riesling	17.11	3,249,520	2.95
Cabernet Sauvignon	22.04	3,953,216	3.59
Sauvignon Blanc	18.44	2,560,788	2.33
Cabernet Franc	18.75	2,583,437	2.35
Hybrid Red	25.67	3,326,683	3.03
Red Vinifera	22.91	2,926,192	2.66
Red Premium Blend	25.21	2,920,605	2.66
Germanic White	16.83	1,641,620	1.49
White Premium Blend	13.24	928,480	0.84
Gamay Noir	18.80	1,285,686	1.17
Ehrenfelser	17.73	1,163,314	1.06
Auxerrois	16.19	885,690	0.81
Sparkling	27.24	1,338,121	1.22
Late Harvest	41.20	1,862,911	1.69
Blush	15.25	580,616	0.53
Icewine	140.39	5,150,722	4.68
Chenin Blanc	19.72	602,861	0.55
White Vinifera	23.21	280,818	0.26
Semillon	19.05	228,590	0.21
Pinot Meunier	18.41	99,120	0.09
Hybrid White	18.82	99,062	0.09
Port	41.59	176,024	0.16
Chancellor	19.22	28,706	0.03

Prepared by the BCWI from data furnished by the BCLDB.

BCWI board, committees and staff members

Board of Directors

Gordon Fitzpatrick, Chairman	<i>CedarCreek Estate Winery</i>
Olivier Combret, Vice-Chairman	<i>Domaine Combret</i>
Bill Eggert	<i>Fairview Cellars</i>
George Hanson	<i>Harmony-One Vineyards</i>
Harry McWatters	<i>Sumac Ridge Estate Winery</i>
Gordon Munroe	<i>Mission Hill Family Estate Winery</i>
Josie Tyabji	<i>Vincor International</i>
Bill Collings	<i>Sumac Slope Vineyards</i>

Government Relations Committee

Gordon Fitzpatrick, Chairman	<i>CedarCreek Estate Winery</i>
Bill Baxter	<i>Cascadia Brands</i>
Walter Gehringer	<i>Gehringer Brothers Estate Winery</i>
George Hanson	<i>Harmony-One Vineyards</i>
Harry McWatters	<i>Sumac Ridge Estate Winery</i>
Anthony Bristow	<i>Andres Wines</i>
John Peller	<i>Andres Wines</i>
Tony Stewart	<i>Quails' Gate Estate Winery</i>
Gordon Munroe	<i>Mission Hill Family Estate Winery</i>
Olivier Combret	<i>Domaine Combret</i>

Research and Development Committee

Hans Buchler, Chairman	<i>Park Hill Vineyard</i>
Ed Thibault	<i>Coyote Ridge Vineyard</i>
Olivier Combret	<i>Domaine Combret</i>
Bill Eggert	<i>Fairview Cellars</i>
William Hayward	<i>Whispering Hills</i>
Corrie Krehbiel	<i>CedarCreek Estate Winery</i>
Rod King	<i>King Family Farms</i>
Howard Soon	<i>Calona Wines</i>
Bob Tennant	<i>Black Hills Estate Winery</i>
Mike Watson	<i>Vincor International</i>

Technical Committee

Bill Collings, Chairman	<i>Sumac Slope Vineyards</i>
Marjorie King, Vice-Chairperson	<i>Pacific Agri-food Research Centre</i>
Howard Soon	<i>Calona Wines</i>
John Simes	<i>Mission Hill Family Estate Winery</i>
George Heiss, Sr.	<i>Gray Monk Estate Winery</i>
Harry McWatters	<i>Sumac Ridge Estate Winery</i>
Tom DiBello	<i>CedarCreek Estate Winery</i>
Dr. Alan Marks	<i>Summerhill Pyramid Winery</i>
Olivier Combret	<i>Domaine Combret</i>
Michael Welsh	<i>Stonecrop Vineyard</i>

Marketing Committee (advisory)

Ben Stewart, Chairman	<i>Quails' Gate Estate Winery</i>
Harry McWatters	<i>Sumac Ridge Estate Winery</i>
Shaun Everest	<i>Tinhorn Creek Estate Winery</i>
Scott Fraser	<i>Cascadia Brands</i>
Nikki Hellyer	<i>Cascadia Brands</i>
Shelley Huber	<i>Hainle Vineyards</i>
Linda Macintosh	<i>external consultant</i>
Lavaughn Larson	<i>external consultant, BC LDB</i>
Angela McManus	<i>CedarCreek Estate Winery</i>
Trish Morelli	<i>Hill Family Estate Winery</i>
Megan Moyle	<i>Vincor International</i>
Lynette Shaw	<i>Andres Wines</i>

Health and Safety Committee

Len Bzdel, Chairman	<i>Grandview Vineyards</i>
Mike Hall	<i>Vincor International</i>
George Hanson	<i>Harmony-One Vineyards</i>
George Heiss, Jr.	<i>Gray Monk Estate Winery</i>
Darren McWatters	<i>Sumac Ridge Estate Winery</i>
Kathy Mercier	<i>Rock 'n' Horse Farm</i>
Sandra Oldfield	<i>Tinhorn Creek Estate Winery</i>
Howard Soon	<i>Calona Wines</i>
Ian Sutherland	<i>Poplar Grove Winery</i>
Alida Boyd	<i>Okanagan University College</i>
Deepak Chadda	<i>WCB consultant</i>
Paul Davis	<i>WCB consultant</i>
Brian Nordin	<i>FARSHA consultant</i>

Finance Committee (advisory)

Josie Tyabji, Chairperson	<i>Vincor International</i>
Adrian Fontenla	<i>Gray Monk Estate Winery</i>
Victor Giacomini	<i>Mission Hill Family Estate Winery</i>
Tony Stewart	<i>Quails' Gate Estate Winery</i>

BCWI staff

Peggy Athans	<i>Executive Director</i>
Lori Hamilton	<i>Financial Coordinator</i>
Jeff McDonald	<i>Communications Manager</i>
Lisa Stewart	<i>Brand Manager</i>
Lorrie Zander	<i>Office & VQA Coordinator</i>
Deb Geoffrey	<i>Marketing Assistant</i>

VQA wine stores

There are now 20 VQA wine stores in BC selling BC VQA wines exclusively. Year-end results for the VQA stores were \$12,302,499, or 10 per cent of total VQA sales in the province. This was an increase of 46.1 per cent over the previous year (with the addition of three new stores in fiscal 2004/05. A fourth store opened in Oliver in May.) They are a vital retail category for BCWI members.

ARROWSMITH WINE SHOPPE

253 Finholm Street
Parksville, BC V9P 1H3
T 250-954-3368
F 250-954-3378
arrowwines@shaw.ca

BC WINE MUSEUM

1304 Ellis Street
Kelowna, BC V1Y 1Z8
T 250-868-0441
F 250-868-9272
wine@kelownamuseum.ca
www.kelownamuseum.ca

BELLEVUE WINE COMPANY

1471 Bellevue Avenue
West Vancouver, BC V7T 1C3
T 604-913-0802
F 604-913-0803
info@bellevuewine.com
www.bellevuewine.com

CAROL'S WINES

B4-1410 Parkway Boulevard
Coquitlam, BC V3E 3J7
T 604-464-5009
F 604-464-5009

COOK STREET VILLAGE WINES

242 Cook Street
Victoria, BC V8V 3X3
T 250-995-2665
F 250-595-0275
cookst@bcwineguys.com
www.bcwineguys.com

DISCOVER WINES

2080C Springfield Road
Orchard Plaza
Kelowna, BC V1Y 9N7
T 250-868-3990
F 250-868-3909
admin@discoverwines.com
www.discoverwines.com

DUNBAR VILLAGE VQA WINES

3536 West 41st Avenue
Vancouver, BC V6N 3E6
T 604-269-9433
F 604-269-9433
dunbar@villagevqawines.com
www.villagevqawines.com

EDGEMONT VILLAGE VQA WINES

3050 Edgemont Boulevard
North Vancouver, BC V7R 2N4
T 604-985-9463
F 604-904-9463
askus@villagevqawines.com
www.villagevqawines.com

KENSINGTON SQUARE WINES

6626-B Hastings Street
Burnaby, BC V5B 1S2
T 604-294-9573
F 604-294-9582
kensingtonsquarewines@shawcable.com

MATTICK'S FARM

5325 Cordova Bay Road, Unit 133
Victoria, BC V8Y 2L3
T 250-658-3116
F 250-658-3117
vqashop@shaw.ca

MINTER COUNTRY GARDEN

October To June:
10015 Young Road North
Chilliwack, BC V2P 4V4
July To September:
52892 Bunker Road
Rosedale, BC V0X 1X0
T 604-795-9463
F 604-792-8893
wine@mintergardens.com
www.mintergardens.com

MUD BAY WINES

1227 56 Street
Tsawwassen, BC V4L 2A8
T 604-948-2199
F 604-943-6045
mudbaywines@dccnet.com

OAK BAY VILLAGE WINES

2247 Oak Bay Avenue
Victoria, BC V8R 1G4
T 250-592-8466
F 250-592-8432
oakbay@bcwineguys.com
www.bcwineguys.com

SIP WINES

Ironwood Plaza
Unit 1030 - 11660 Steveston Hwy
Richmond, BC V7A 1N6
T 604-271-9463
F 604-271-9468
sipwines@sipwines.ca
www.sipwines.ca

TAYLORWOOD WINES

1185 Mainland Street
Vancouver, BC V6B 5P2
T 604-408-9463
F 604-408-9468
cheers@taylorwoodwines.com
www.taylorwoodwines.com

VINTROPOLIS WINES

1811 West 1st Avenue
Vancouver, BC V6J 5B8
T 604-732-8827
F 604-732-8830

THE WINE BARREL

644 Broughton Street
Victoria, BC V8W 1C9
T 250-388-0606
F 250-385-0630
thewinebarrel@shaw.ca
www.thewinebarrel.com

WINE COUNTRY WELCOME CENTRE

34881 97 Street, Oliver, BC V0H 1T0
T 250-498-4867 ext. 2
F 250-485-0917
vqa@winecountry-canada.com
www.winecountry-canada.com

THE WINE EMPORIUM

Unit 500, 22259, 48th Avenue
Langley, BC V3A 8T1
T 604-532-5388
F 604-532-5368
info.wineemporium@shawcable.com
www.wineemporium.com

THE WINE INFORMATION CENTRE

553 Railway Street
Penticton, BC V2A 8S3
T 250-490-2006
F 250-490-2003
bcwine@vip.net
www.bcwineinfo.com

Member wineries 2004/05

Andres Wines (BC) (Peller)

2120 Vintner Street,
Port Moody, BC V3H 1W8
T 604-937-3411 or 1-800-663-6483
F 604-937-5487
info@andreswines.com
www.andreswines.com

Arrowleaf Cellars

1574 Camp Rd.
Lake Country, BC V4V 1K1
T 250-766-2992 F 250-766-9081
info@arrowleafcellars.com
www.arrowleafcellars.com

Benchland Vineyards

170 Upper Bench Road South
Penticton, BC V2A 8T1
T 250-770-1733 F 250-770-1734
benchland@shaw.ca
www.benchland.ca

Black Hills Estate Winery Ltd.

RR 1, S52, C-22 Oliver, BC V0H 1T0
T 250-498-0666 F 250-498-0690
info@blackhillswinery.com
www.blackhillswinery.com

Blasted Church

RR 1, S-32, C67 Ok.Falls, BC V0H 1R0
T 250-497-1125 F 250-497-1126
intrigued@blastedchurch.com
www.blastedchurch.com

Blossom Winery

5491 Minoru Boulevard
Richmond, BC V6X 2B1
T 604-232-9839 F 604-232-9836
info@blossomwinery.com
www.blossomwinery.com

Blue Grouse Vineyards & Winery

4365 Blue Grouse Rd.
Duncan, BC V9L 6M3
T 250-743-3834 F 250-743-9305
skiltz@bluegrousevineyards.com
www.bluegrousevineyards.com

Burrowing Owl Estate Winery

RR 1, Site 52, C-20 Oliver, BC V0H 1T0
T 250-498-0620 or 1-877-498-0620
F 250-498-0621
info@burrowingowlwine.ca
www.burrowingowlwine.ca

Calona Vineyards

1125 Richter Street
Kelowna, BC V1Y 2K6
T 250-762-3332 or 1-888-246-4472
F 250-762-2999
wineboutique@cascadia.ca
www.calonavineyards.ca

Cascadia Brands

1000-1200 West 73rd Ave,
Vancouver, BC V6P 6G5
T 604 267-9463 F 604-264-6810
wbaxter@cascadia.ca

CedarCreek Estate Winery

5445 Lakeshore Rd. Kelowna, BC V1W 4S5
T 250-764-8866 F 250-764-2603
info@cedarcreek.bc.ca
www.cedarcreek.bc.ca

Church & State Winery

1445 Benvenuto Avenue
Brentwood Bay, BC V8M 1J5
T 250-652-2671 F 250-652-2672
emoyes@victoriaestatewinery.com
www.victoriaestatewinery.com

Columbia Gardens Vineyards & Winery

9340 Station Rd.Trail, BC V1R 4W6
T 250-367-7493 F 250-367-0195
kbryden@direct.ca
www.cgwinery.com

Crowsnest Vineyards

RR 1, Site 18, C-18 Cawston, BC VOX 1C0
T 250-499-5129 F 250-499-5129
info@crowsnestvineyards.com
www.crowsnestvineyards.com

Desert Hills Estate Winery

30480-71 Street Oliver, BC V0H 1T0
T 250-498-1040 F 250-498-3015
randy@deserthills.ca
www.deserthills.ca

Domaine Combret Ltd.

PO Box 1170 Oliver, BC V0H 1T0
T 250-498-6966 F 250-498-8879
info@combretwine.com
www.combretwine.com

Domaine de Chaberton Estate Winery

1064-216 Street Langley, BC V2Z 1R3
T 604-530-1736 or 1-888-332-9463
F 604-533-9687
info@domainedechaberton.com
www.domainedechaberton.com

Echo Valley Vineyards

PO Box 816 Duncan, BC V9L 3Y2
T 250-748-1477 F Same
chroma@islandnet.com

Fairview Cellars

RR 1, S-66, C-15 Oliver, BC V0H 1T0
T 250-498-2211 F 250-498-2130
beggert@img.net

Garry Oaks Winery

1880 Fulford-Ganges Rd.
Salt Spring Island, BC V8K 2A5
T 250-653-4687 F 250-653-4426
wine@saltspring.com
www.GarryOaksWinery.com

Gehring Brothers Estate Winery

RR 1, S-23, C-4 Oliver, BC V0H 1T0
T 250-498-3537 F 250-498-3510
E-mail/

Golden Mile Cellars

RR 1, S-28A, C-10 Oliver, BC V0H 1T0
T 250-498-8330 F 250-498-8331
goldenmilecellars@cablerocket.com

Gray Monk Estate Winery

1055 Camp Rd. Ok.Centre, BC V4V 2H4
T 250-766-3168 or 1-800-663-4205
F 250-766-3390
mailbox@graymonk.com
www.graymonk.com

Greata Ranch Vineyard

697 Hwy 97S Peachland, BC V0H 1X9
T 250-767-2768 F 250-767-2758
greataranchvineyards@telus.net
www.greataranch.com

Hainle Vineyards & Deep Creek Wine Estate.

5355 Trepanier Bench Rd.
Peachland, BC V0H 1X2
T 250-767-2525 or 1-800-767-3109
F 250-767-2543
info@hainle.com
www.hainle.com

Hawthorne Mountain Vineyards

PO Box 480 Ok. Falls, BC V0H 1R0
T 250-497-8267 F 250-497-8073
info@hmvineyard.com
www.hmvineyard.com

Hester Creek Estate Winery

Box 1605 Oliver, BC V0H 1T0
T 250-498-4435 F 250-498-0651
info@hestercreek.com
www.hestercreek.com

Member wineries 2004/05

House of Rose Vineyards Ltd.

2270 Graner Road, Kelowna, BC V1P 1E2
T (250) 765-0802 F (250) 765-7762
arose@shuswap.net

Hillside Estate Winery

1350 Naramata Rd. Penticton, BC V2A 8T6
T 250-493-6274 or 1-888-923-9463
F 250-493-6294
info@hillsideestate.com
www.hillsideestate.com

Inniskillin Okanagan Vineyards

RR 1, S-24, C-5, Road 11 West
Oliver, BC V0H 1T0
T 250-498-6663 or 1-800-498-6211
F 250-498-4566
lslack@inniskillin.com
www.inniskillin.com

Lake Breeze Vineyards

PO Box 9 Naramata, BC V0H 1N0
T 250-496-5659 F 250-496-5894
lakebreeze@telus.net
www.lakebreezewinery.ca

Lang Vineyards

RR 1, S-11, C-55 Naramata, BC V0H 1N0
T 250-496-5987 F 250-496-5706
langvineyards@shaw.ca
www.langvineyards.com

Laughing Stock Vineyards Ltd.

1548 Naramata Road, Penticton, BC V2A 8T7
T (250) 493-8466 F (205) 492-2363
cybtiaenns@shaw.ca

Mission Hill Family Estate Winery

1730 Mission Hill Rd.
Westbank, BC V4T 2E4
T 250-768-5125 F 250-768-2044
info@missionhillwinery.com
www.missionhillwinery.com

Mt Boucherie Estate Winery

829 Douglas Rd. Kelowna, BC V1Z 1N9
T 250-769-8803 F 250-769-9330
sales@mtboucherie.bc.ca
www.mtboucherie.bc.ca

Nk' Mip Cellars

1400 Rancher Creek Rd.
Osoyoos, BC V0H 1V0
T 250-495-2985 F 250-495-2986
www.nkmipcellars.com

Noble Ridge Winery

2320 Oliver Ranch Road
Okanagan Falls, BC V0H 1R0
T (403) 243-6314 F (403) 287-2722
dandreal@telus.net

Paradise Ranch Wines

901-525 Seymour St.
Vancouver, BC V6B 3H7
T 604-683-6040 F 604-683-8611
info@icewines.com
www.icewines.com

Quails' Gate Estate Winery

3303 Boucherie Rd. Kelowna, BC V1Z 2H3
T 250-769-4451 F 250-769-3451
info@quailsgate.com
www.quailsgate.com

Recline Ridge Vineyards & Winery

RR 1, S-12, C-16 Tappen, BC V0E 2X0
T 250-835-2212 F 250-835-2228
inquiry@recline-ridge.bc.ca
www.recline-ridge.bc.ca

Red Rooster Winery

891 Naramata Rd. Penticton, BC V2A 8T5
T 250-492-2424 F 250-492-2400
redroosterwinery@shaw.ca
www.redroosterwinery.com

Salt Spring Vineyards B&B, Winery

151 Lee Rd. Salt Spring Island, BC V8K 2A5
T 250-653-9463 F 250-653-9464
vineyards@saltspring.com
www.saltspringvineyards.com

Saturna Island Vineyards

PO Box 54 Saturna Island, BC V0N 2Y0
T 250-539-5139 or 1-877-918-3388
F 250-539-5157
wine@saturnavineyards.com
www.saturnavineyards.com

Silver Sage Winery

PO Box 293 Oliver, BC V0H 1T0
T 250-498-0310 F 250-498-0319
silversagewinery@cablerocket.com

St Hubertus Estate Winery (Oak Bay)

5225 Lakeshore Road
Kelowna, BC V1W 4J1
T 250-764-7888 or 1-800-989-9463
F 250-764-0499
wine@st-hubertus.bc.ca
www.st-hubertus.bc.ca

St Urban Winery (licence pending)

47189 Bailey Rd. Chilliwack, BC V2R 4S8
T 604-858-7652 F 604-858-1148
sturban@telus.net

Sumac Ridge Estate Winery

PO Box 307 Summerland, BC V0H 1Z0
T 250-494-0451 F 250-494-3456
info@sumacridge.com
www.sumacridge.com

Summerhill Pyramid Winery

4870 Chute Lake Rd. #1
Kelowna, BC V1W 4M3
T 250-764-8000 or 1-800-667-3538
F 250-764-2598
info@summerhill.bc.ca
www.summerhill.bc.ca

Tantalus Cellars

1670 DeHart Rd. Kelowna, BC V1W 4N6
T 250-764-0078 F 250-764-0771
tantalus@shawcable.com
www.pinotreach.com

Therapy Vineyards

940 Debelk Road
Naramata, BC V0H 1N0

Thornhaven Estates Winery

RR 2, S-68, C-15 Summerland, BC V0H 1Z0
T 250-494-7778
sales@thornhaven.com
www.thornhaven.com

Tinhorn Creek Vineyards

Box 2010 Oliver, BC V0H 1T0
T 250-498-3743 or 1-888-4-Tinhorn
F 250-498-3228
winery@tinhorn.com
www.tinhorn.com

Township 7 Vineyards & Winery—Langley

1450 McMillan Avenue
Penticton, BC V2A 8T4
T (250) 770-1743
township7@hotmail.com

Vincor Int'l (Jackson-Triggs)

38691 97th St. Oliver, BC V0H 1T0
T 250-498-4981 F 250-498-6505
www.jacksontriggswinery.com

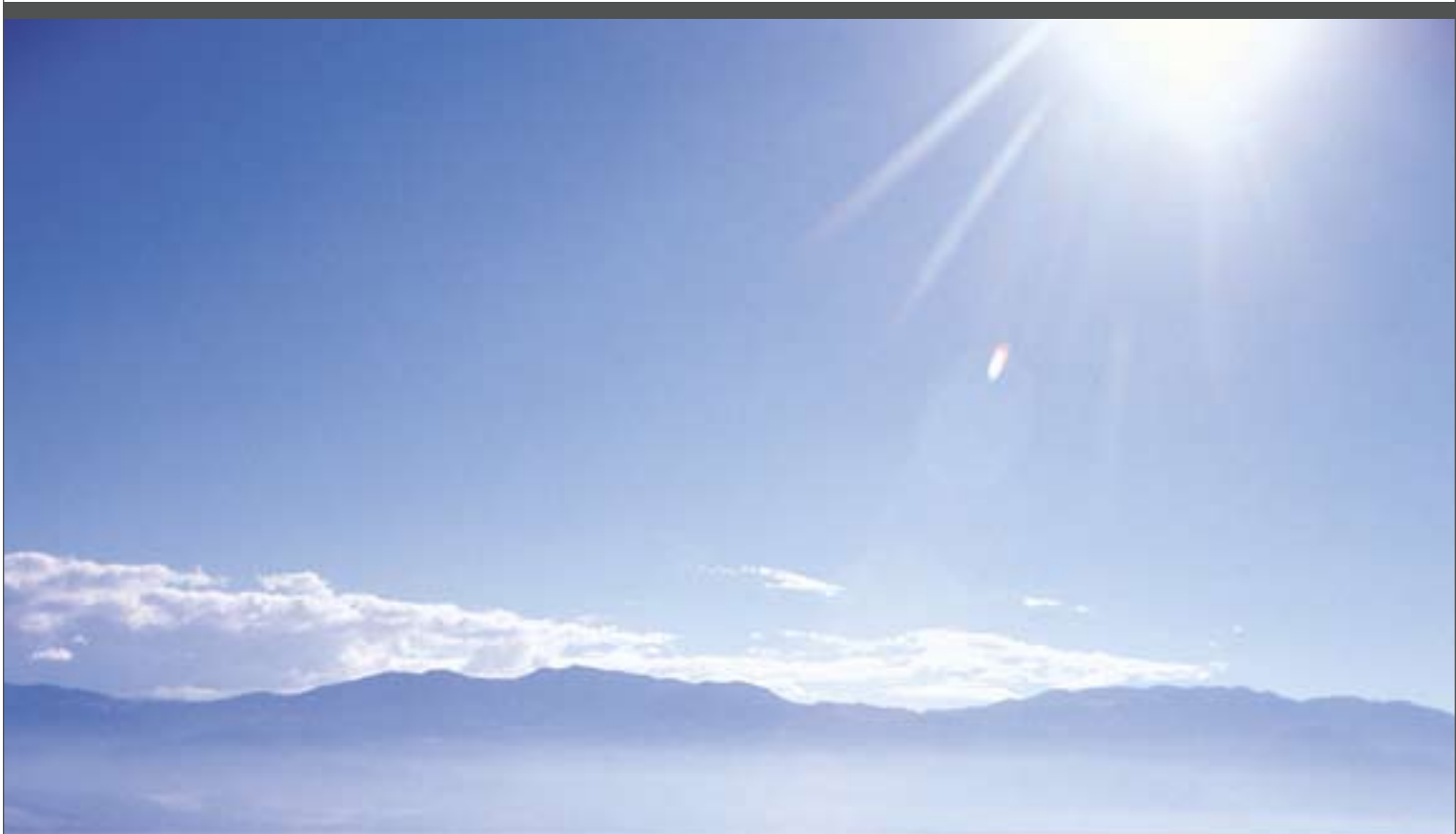
Wild Goose Vineyards & Winery

RR 1, S-3, C-11 Ok. Falls, BC V0H 1R0
T 250-497-8919 F 250-497-6853
roland@wildgoosewinery.com
www.wildgoosewinery.com

Willow Creek Cellars

Suite 122, 101 – 1865 Dilworth Drive
Kelowna, BC V1Y 9T1

WINES OF
BRITISH COLUMBIA



BC Wine Institute
1737 Pandosy Street
Kelowna, BC V1Y 1R2
T (250) 762-9744
F (250) 762-9788
toll-free 1-800-661-2294
info@winebc.com

www.winebc.com