

2006/2007 ANNUAL REPORT



BRITISH COLUMBIA
WINE INSTITUTE
Our land, revealed.



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**BRITISH COLUMBIA
WINE INSTITUTE**

Our land, revealed.

OUR LAND REVEALED: IT IS NOT AN ACCIDENT THAT BC VQA WINES ARE DESCRIBED AS CLEAN, CRISP AND LIVELY. IT IS A REFLECTION OF THE LAND FROM WHICH THEY COME. FEW WINE-PRODUCING REGIONS IN THE WORLD CAN MATCH BRITISH COLUMBIA'S COMBINATION OF MOUNTAINS, LAKES, FRESH AIR AND INTENSE SUNLIGHT WITH SO MANY GRAPE VARIETIES. BC-GROWN BERRIES AND TREE FRUITS ARE LEGENDARY FOR THEIR GREAT FRESHNESS AND PURITY OF FLAVOUR. THE SAME ATTRIBUTES ARE STRIKINGLY EVIDENT IN BC VQA WINES.



“YOUR MEMBERSHIP IN THE BCWI IS AN INVESTMENT IN YOUR BUSINESS AND OUR INDUSTRY.”

Message from the Chairman

This was a milestone year for the BC Wine Institute, our first full year as a fully voluntary trade association focused on marketing, communication and advocacy activities. I am pleased with and proud of the significant achievements that we made this year, each of which reinforces why the BCWI will continue to be a key part of our industry's success and shows how we add value to your business.

Through the year our team continued to refine the many activities that help us show off our wines and keep them at the top of consumers' minds, including our spring and fall release tastings (along with the BCWI tasting for Members of the Legislature), touring media through wine country and developing marketing materials and implementing promotions. Every day the team at the BCWI is focused on activities to help you sell wine.

Equally important, though, are advocacy activities. The Wine Institute is the credible and professional voice of our industry. We have developed strong relationships with government at both the provincial and federal level, and have brought forward issues that affect the profitability and long term growth of our industry.

There are two particular accomplishments that highlight this.

In a big win for our industry, we were key proponents, directly and through our membership and participation in the Canadian Vintners Association, in getting the excise tax exemption for 100 percent Canadian wine, and when the European Union threatened to attack that exemption the BCWI fought in the political and public relations battle that resulted in the EU pulling back from their threat.

In the marketing arena, through our strategic planning work and positive working relationship with tourism partners we saw wine and culinary tourism added as the fourth key sector in Tourism BC's marketing plan (along with skiing, golf and fishing). This commitment of \$600,000 annually by Tourism BC will help drive wine tourism growth in coming years, bringing consumers to winery doors.

Excise exemption and the tourism initiative alone will pay for your membership in the BCWI for years to come. There are two reasons why we were able to achieve these and many other goals that are laid out in the following pages. First, when we sit down at the table with government or industry partners we can tell them that we are the voice of 90 percent of wine produced in the province. Second, we have a dedicated and professional team led by Peggy Athans working tirelessly on our behalf – it is a pleasure for me to work with them.

Your membership in the BCWI is an investment in your business and our industry. Support the BCWI, and talk with others in the wine community about why BCWI membership is important for our industry's future.



Scott Fraser, Chairman

“AS WE APPROACH THE 2010 WINTER OLYMPICS, THE WORLD WILL BE WATCHING. NEVER HAVE WE HAD SUCH AN OPPORTUNITY TO TELL THE WORLD ABOUT OUR WINES AND OUR WINE REGIONS. IT’S A GREAT TIME TO BE PART OF THE BCWI TEAM OF WINERIES AND SHARE THE SPOTLIGHT IN CELEBRATION OF OUR SUCCESS.”

Message from the Executive Director

2006 was another year of resounding success for BC wines. VQA wine sales reached \$151,220,894 - an increase of 7% over the previous year. Interest in BC wine has never been greater – with demand now outpacing supply. In a market flooded with massive global brands, we are in an enviable position. Consumers and trade customers are beginning to understand that BC is a small, quality-focused region producing wines that are by definition rare and highly sought-after.

BC and BC wines have received an unprecedented amount of coverage from local, national and international media. We plan to build on the relationships developed with the media to continue to tell the story of BC wine, the beauty of BC’s diverse wine regions, and the excellence of our regional cuisine.

I am proud of the work that my professional team has accomplished, and the BCWI is in great shape because of it. Building on past successes, each department - Finance, Marketing, Communications and Member Services - has improved and because of it, BCWI membership is now solid as we enter our second year as a voluntary trade association.

BCWI staff is now working towards two extraordinary marketing opportunities for BC wines – the 2009 Vancouver International Playhouse Wine Festival where BC is anticipated to be the theme region, and the 2010 Winter Olympic Games. Having achieved great success on the local front, we are now able to shift the focus from local to global without leaving the province as the world looks to BC.

We take pride in what we do and have confidence in our ability – but we must recognize that opportunity is also a challenge. As we prepare to take the story of BC wine and gastronomy to the world, we need to be united as one. To be successful we must match the commitment of teamwork our larger, more powerful competitors bring to this market.

Together we have a stronger and more positive voice to tell the world about the uniqueness of our wines and regions. We’re happy that you are a part of the BCWI team of wineries ready to take advantage of this once in a lifetime opportunity to tell the world our story.



Peggy Athans, Executive Director

2006-2007 BCWI Vision, Goals and Business Objectives

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; assist members to realize their full potential and provide leadership on key industry issues.

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

- We establish the Wines of British Columbia (BC VQA) as the preferred quality choice of consumers.
- We improve the profitability of and business climate for our members.
- We create community within the BC wine industry.



“WE FEEL ENCOURAGED BY THE GROWING ENTHUSIASM ACROSS THE PROVINCE AND I WANT TO COMMEND YOU AND EVERYONE INVOLVED WITH THE BCWI, FOR THE WORK YOU ARE DOING.”

Premier Gordon Campbell, Province of British Columbia

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.

Advocacy Highlights:

- The BCWI is seen by government as the lead association and voice of industry.
- Quarterly meetings with the Ministers and their staff have developed excellent working relationships with the various Ministries who deal with the wine portfolio in the province.
- 2006 crop survey successfully passed over to the Ministry of Agriculture and Lands.
- The BCWI frequently met with the Minister of Agriculture and Lands and Ministry staff to reiterate our support for the objectives behind the creation of the BCWA to create a model that protects the VQA standard within a registration, regulatory and audit system that covers all wineries in BC.
- On the Container Recycling Fee (CRF) the BCWI's lobbying efforts resulted in the Solicitor General moving back the deadline, resulting in financial savings for our members, while leaving the window open for future policy change.
- Successfully communicating the role and importance of VQA stores to the BCWI's funding model while advocating the marketing and sales of BC VQA wines to the appropriate Ministries.
- BC ID policy was successfully changed as the government repealed the age of 25 requirement, requiring only satisfactory proof of age effective February 16, 2007. Changes in age requirements also included allowing minors to enter licensed establishments.
- The BCWI lobbied successfully to ensure that member wineries were fairly represented and had a voice to express their interests within the newly formed BC Wine and Grape Council.
- Working closely with our peers at the Wine Council of Ontario and the Canadian Vintners Association has further leveraged our voice as a Canadian industry on issues of national importance for BC wineries.
- Working with the Canadian Food Inspection Agency to ensure suitable import vine regulations that protect, but do not hinder, growth in our industry.
- The BCWI board and membership were key proponents and drivers for the 2006 federal decision to exempt excise tax on wines made with 100 percent Canadian grapes, passed into law on February 26, 2007. This exemption was challenged by the European Union in November 2006, and then later dropped by the EU in early 2007.

“...GREAT JOB ON THE RECENT NEWSLETTER.
WE APPRECIATE YOUR EFFORTS AT KEEPING US INFORMED.”

o Susan Ursuliak, Little Straw Vineyards

Communications and Public Relations Objectives:

- o Our communications will support marketing and advocacy objectives, create community in the industry, create strong relationships with industry stakeholders and government, and position the BCWI as the lead industry organization and voice.
- o 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.
- o We will improve communications with members through successful implementation of the strategic communications plan..

Communications Highlights:

- o Increased and targeted media coverage locally, nationally and internationally.
- o BC wines and wine regions are now ‘regulars’ in the *Vancouver Sun*, *Victoria Times Colonist*, *Calgary Herald*, *Edmonton Journal*, *Toronto Star*, *National Post* and the *Globe and Mail* newspapers, along with a host of magazines.
- o BC wines and wine regions were featured in *Report on Business*, *The Financial Post*, *CBC radio*, *Travel+Leisure*, *The Seattle Times*, *Seattle Post-Intelligencer* and *The New York Times*.
- o Targeted media tours ensures that media visits go to only those wineries expressing an interest, saving time and money for our members.
- o Increasing member communications through:
 - The introduction of a monthly e-newsletter *The First Press* updating members and their staff on news and information important to our industry
 - Continuing with member updates when the information is time-sensitive
 - Follow-up telephone calls to ensure members do not miss out on important events and dates
 - Educational opportunities through workshops. This year, we held the first BCWI Benchmark Tasting led by David Scholefield which was well-received, with excellent feedback from all who attended.

“THANKS FOR A GREAT SHOW! I THINK IT WAS A “QUALITY” CROWD. THERE WAS A GREAT ATMOSPHERE IN THE ROOM. THANKS FOR ALL YOUR HARD WORK IN MAKING IT HAPPEN!”

◦ *Barbara Reed, Victoria Agent for Lang Vineyards discussing BCWI's Bloom event*

Marketing Objectives:

- The BCWI marketing program will define and elevate the BC VQA brand, and assist companies and regions with their individual brand promotion and marketing objectives through the collaborative promotion of the brands “Wines of British Columbia (BC VQA)” and “The Wine Regions of British Columbia”.
- 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).
- 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 decision, understanding awareness levels of BC VQA, determining what consumers think about our products).

Marketing Highlights:

- **Completing the BCWI “tool kit”:**
Marketing the Wines of British Columbia to consumers, trade and media in our province, Canada and the world. Included a beautiful new 8-page brochure, a media kit with lots of valuable information, and our website, winebc.com
- **Successful sponsorship of on-premise programs:**
Dine Out Vancouver and Dine Around & Stay in Town Victoria promote BC VQA wine pairings with restaurant menus over a specified period in the winter, when sales are normally slow. These programs encourage trial by new consumers and are very successful at promoting the Wines of BC brand to a wide audience of trade, media and consumers.
- **Hosting several BC wine tasting events in Vancouver and Victoria:**
Successfully building upon momentum from previous years, the BCWI's Spring Release became known as “Bloom” and included a media luncheon and trade tasting in Vancouver, and both trade and Legislature tastings in Victoria. We also had a Fall Release in Vancouver for trade and media, followed by our 2nd Annual “Chef meets Grape” consumer tasting which was a sold-out event. The BCWI also participated in numerous other festivals events and promoted the trial of BC VQA wines with our “Taste BC” booth.

o Advertising and media

We created a series of print advertisements and a media plan in 2006-07; ads ran in publications targeted to our key demographic. We also placed ads in trade publications and tourism guides, but the ads were relatively lightly-used and as such we plan to use them again in 2007-08.

o Marketing with the VQA Wine Stores:

We also printed extra retail materials for distribution in our chain of 20 VQA Wine Stores, and worked on marketing campaigns to build sales through this channel and promote awareness of the VQA Wine Stores brand.

o Retail campaigns and education with BC Liquor Stores:

The BCWI partnered with BC Liquor Stores to create and print materials for five themed display campaigns in their chain of 208 stores provincially – in February, April, June, September and December, exposing our brand to a very large group of consumers. Educating the “VQA Advocates” in 100 of these stores (through tours of BC’s wine regions) also promotes sales.

“THE PRICE OF THE BCWI MEMBERSHIP ALONE IS WORTH IT JUST FOR BEING ABLE TO ATTEND THE SPRING AND FALL TRADE EVENTS AND TO ACCOMPLISH IN A FEW HOURS WHAT WOULD NORMALLY TAKE SEVERAL DAYS. TIME IS MONEY!”

o Jan Harkley, Chartered Accountant. Proprietor, Salt Spring Vineyards

Membership Objectives:

- o 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.
- o Attain a membership with representation from each region.



Membership Highlights:

- o Our membership is solid, beginning the year with 54 wineries and 14 grapegrower partners and ending with 58 wineries and 14 grapegrower partners in all five designated viticultural areas of the province.

As the lead wine association in British Columbia, our strong membership base represents:

- 95% of BC VQA production
- 87% of 100% BC wine production
- 96% of total wine production in the province

“I WOULD LIKE TO ACKNOWLEDGE THE WINE INSTITUTE’S WIDE-RANGING EFFORTS IN STRENGTHENING THE ECONOMIC VIABILITY OF THE WINE INDUSTRY AND, IN PARTICULAR, YOUR WORK IN DEVELOPING A WINE INDUSTRY TOURISM STRATEGY.”

◦ *Honourable Pat Bell, Minister of Agriculture and Lands*

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 foodservice and hospitality establishments. The completed plan will outline further objectives for industry and the BCWI.

Tourism Highlights:

- In January 2006, the BCWI completed a strategic marketing plan called “Building a Great Wine Tourism Destination strategic plan for wine tourism in BC 2006 to 2015.” With the plan completed, the BCWI met with various government ministries and organizations in the province to discuss this BCWI strategic direction. The Ministry of Tourism, Sports and the Arts gave their support and Tourism BC declared wine and culinary tourism a key tourism sector in BC (along with skiing, golf and fishing).
- The BCWI has worked closely with Tourism BC in an advisory capacity and were very happy when Tourism BC announced they will be spending \$600,000 over this fiscal to promote wine and culinary tourism in key markets with an ongoing commitment to invest in the future. This is an excellent example of how the BC Wine Institute was able to leverage \$35,000 marketing plan into a \$600,000 marketing strategy to promote wine tourism in BC.

Vintage Report: British Columbia 2006

“THE QUALITY OF THE GRAPES IS EXCEPTIONAL.”

◦ *Nirmal Gidda, Proprietor, Mount Boucherie Estate Winery on the 2006 harvest*

The quality of the 2006 harvest was promising great things for BC VQA wines in October 2006. Joe Zuppiger, Arrowleaf Cellars' proprietor noted at the time of their 4th vintage, “The harvest is going really well. The quantity is up – by 20% from '05, but the quality is also up.” Nirmal Gidda, proprietor for family owned Mount Boucherie Estate Winery, echoed Zuppiger's enthusiasm, “the harvest has been A1. The sugar levels are high, the Ph and acid levels are where we want them – the quality of the grapes is exceptional. If it keeps going the way it is we'll have a superb harvest.”

“The beautiful week and the warmth have been great, as the flavours invested in the grapes will now be coming through,” said Howard Soon, winemaker for Sandhill Wines. With harvest yields up, and crush just beginning, the wineries are crushing the grape varieties used to make white wines as sparkling wines were put to bed in September. Varieties such as Sauvignon Blanc, Pinot Gris, Gewürztraminer and Chardonnay have been crushed or were on the presses by late September 2006. Roger Wong, co-winemaker for Gray Monk Estate Wineries noted as he loaded 8 tons of Gewürztraminer onto their presses, “we haven't started the reds yet, we want to make sure the flavours are where we want them, rather than picking by numbers.”

With the end of the harvest, wineries showed their enthusiasm for the quality of the 2006 vintage. “The quality and the quantity of the 2006 crop were fantastic,” says George Heiss, proprietor Gray Monk Estate Winery in the northern Okanagan. “I've been doing this since 1972 and I consider 2006 to be one of the better years. With our whites the flavours are much more pronounced than both the 04 and 05 vintages,” Heiss added.

Kim Pullen, proprietor of Church & State Winery located on Vancouver Island agrees, “The 2006 whites are spectacular.” With vineyards in both the Okanagan and Vancouver Island Pullen noticed that the Island weather was good, although not as high-quality as the Okanagan. “We saw the rain a little earlier than we wanted to, but our Vancouver Island appellation Pinot Noir did well,” stated Pullen.

Like Vancouver Island, in the Similkameen Valley, “we had a little later start than the Okanagan because of the rain, so the quantity is relatively unchanged from 2004, but the quality of our crop is perfect,” stated Ann Heinecke, winemaker for Crowsnest Vineyards. Already bottled and ready to be shipped, “the whites are very good and have intense flavours,” noted Heinecke.

There's something for everyone from the 2006 vintage as Senka Tennant, winemaker for Black Hills Winery on the Black Sage Bench in the Southern Okanagan, declared, “My personal view was this vintage was a red year. The late grapes such as Cabernet Sauvignon and Cabernet Franc really benefited from last year's growing season.” Tennant added, “my feeling was 2006 was the best Cab year we've ever had.”

The Icewine harvest was equally as exciting. An early dip in temperatures in the Okanagan and Similkameen valleys in late November, kick-started the Icewine harvest in 2006 – one of the earliest on record. With wineries throughout the province completing their regular grape wine harvest, the late November cold front meant that winery employees headed back to the vineyards to pick the grapes left on the vine for their Icewine harvest.

Vintage Report: British Columbia 2006 (cont'd)

With temperatures reaching -12 degrees Celsius on November 27th in the Central Okanagan, St. Hubertus Estate Winery staff started picking early in the morning and had finished their entire Icewine harvest by nightfall - approximately 20 tons of Pinot Noir and Pinot Blanc grapes. Due to the early harvest, with limited cluster dropping, and lack of bears, birds, deer and the elements to decrease crop yields, winemaker and proprietor Leo Gebert notes, "this is the biggest Icewine crop we've ever had."

Bruce Nicholson, international award-winning winemaker for Jackson Triggs, says his staff also started and finished picking their Icewine harvest of Riesling grapes on November 27th. With temperatures of -11.5 degrees in the South Okanagan, Nicholson notes, "the snow makes it a little more difficult for the pickers, but it doesn't affect the grapes at all." This is the earliest Icewine harvest he can remember, and "it's a bonus for us to get to pick in the daylight." With three new Icewine presses, Nicholson was very happy that 2006 yields were high.

Yields are the same as years previous for Blossom Winery noted winemaker John Chang, as they did lose some clusters to birds and deer in the Kaleden area in the Southern Interior. Chang was working with Blossom

Winery's Okanagan grape-growing suppliers as they picked Chardonnay, Pinot Noir, Merlot and Riesling varieties for their 2006 vintage. Chang has both red and white varieties of Icewine planned for their 2006 vintage sales.

Quail's Gate Estate Winery also started picking November 27th, using about 30 people to pick their harvest of 15 tons, finishing by 7:00 pm the same evening. Winemaker Grant Stanley noted, "This is the first time since 1989 that we got to pick our Icewine harvest during the day, and so close to the original harvest, so we were still in process mode. We have good yields, big sugars – everything you'd want in a fine Icewine."

Another cold snap in early January 2007 helped those wineries who had not yet completed their Icewine harvest a round two to finish what they had started. An estimated 150,000 litres of Icewine was produced this year, up from 86,500 litres the previous year.

The BC grape wine harvest overall was up 40% over the short crop year of 2005, and 22% over 2004, considered by vintners to be a more typical year. Mother Nature, new vineyards and new vines coming into production have helped grow BC's grape wine crop to over 20,000 tons annually.



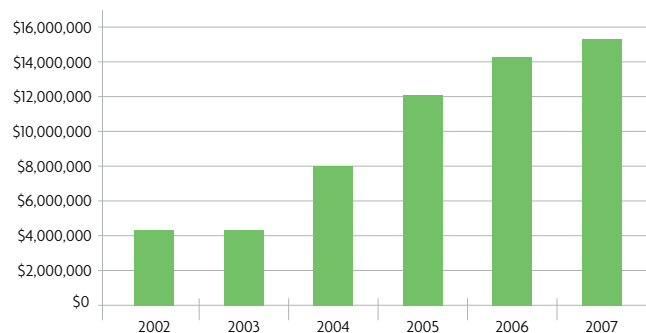
“I BELIEVE WE WOULDN’T BE WHERE WE ARE TODAY WITHOUT THE VQA STORES SUPPORTING US FROM THE BEGINNING WHEN WE TOOK OVER THE WINERY IN 2002.”

◦ *Walter Huber Proprietor, Hainle Vineyards and Deep Creek Estate Winery*

VQA Wine Stores

- The BC Wine Institute holds all the VQA store licenses, with 20 stores leasing the licenses and currently in operation in BC.
- Year to date total VQA store sales ending March 2007 are \$15.7 million - up 5% over the previous year.
- 20 VQA stores sell 10.38% of the total sales of BC VQA wine.
- The month of December 2006 was a record month with total sales of \$2,247,795, up 2% over December 2005.
- The VQA stores are an extension of wine country and are very effective in telling our story. Their staff is very knowledgeable and they provide great service, hence they turn over product very quickly. These stores should be applauded for their contribution to the growing success of BC VQA wines.

BC VQA Wine Store Sales
(for Years Ended March 31)



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

CAROL'S WINES

B4-1410 Parkway Boulevard
Coquitlam, BC V3E 3J7
T 604-464-5009
F 604-464-5009
carolswine@shawbiz.ca

BC WINE INFORMATION CENTRE

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

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

COOK STREET VILLAGE WINES

242 Cook Street
Victoria, BC V8V 3X3
T 250-995-2665
F 250-995-2224
cookst@bcwineguys.com
www.bcwineguys.com

VQA Wine Stores (cont'd)

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

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
www.matticksfarm.com

MINTER COUNTRY WINES

10015 Young Road North
Chilliwack, BC V2P 4V4
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 604-948-2199
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

THE WINE BARREL

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

VILLAGE VQA WINES - DUNBAR

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

VILLAGE VQA WINES - EDMONTON

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

VILLAGE VQA WINES - KITSILANO

1811 West 1st Avenue
Vancouver, BC V6J 5B8
T 604-732-8827
F 604-732-8830
kits@villagevqawines.com
www.villagevqawines.com

WINE COUNTRY WELCOME CENTRE

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

Category Update

BC VQA wine sales have risen every year since the Vintners Quality Alliance became BC's wine standard. The sales increase in 2006/2007 while very healthy at 7%, was slowed only by the short crop year of 2005 affecting product for sale.

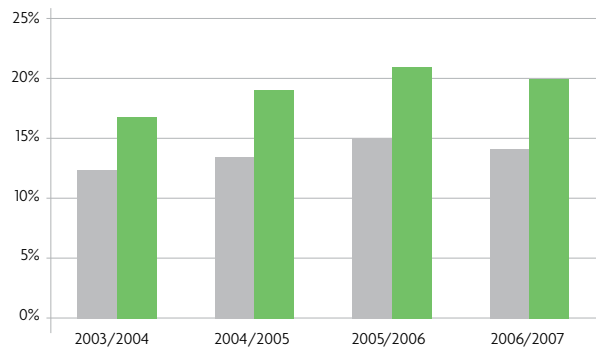
Growth in BC VQA Sales* (12 months ending March 31, 2007)

Year	Dollar value	Litres	% change in \$	% change in L	\$/Litre	\$/750ml
2006/2007	151,220,894	6,783,234	7%	5%	22.29	16.72
2005/2006	141,390,804	6,472,816	23%	16%	21.84	16.38
2004/2005	114,891,745	5,571,100	25%	18%	20.62	15.47
2003/2004	91,998,375	4,728,612	11%	12%	19.46	14.59
2002/2003	83,051,239	4,233,458	18%	14%	19.62	14.71
2001/2002	70,418,708	3,717,452	22%	24%	18.94	14.21
2000/2001	57,638,465	2,999,807	18%	16%	19.21	14.41

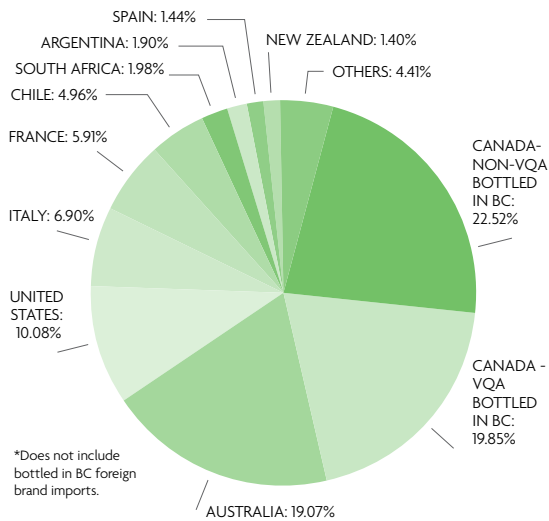
* Figures are for table wine only prior to 2005/2006

Growth in BC VQA
Table Wine Market Share
(12 month period ending March 31, 2007)

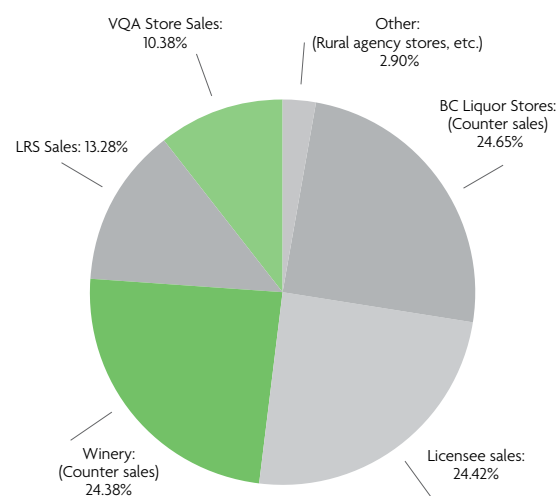
■ Dollar Sales ■ Litre Sales



Total Provincial Table Wine Market Share
in Dollars (Millions) Year Ending March 2007*



Where BC VQA Wines were Sold
in 2006/2007



2006 Crop Report

The following tables are based on information supplied by the Ministry of Agriculture and Lands

Tonnage by Area

Area	Tonnage	Estimated Value
Cawston/Keremeos/Similkameen	642	\$1,315,343
Kelowna	1,976	\$3,477,944
Lake Country/Vernon	378	\$649,392
OK Falls	1,104	\$1,805,701
Oliver	9,562	\$15,849,970
Osoyoos	3,370	\$5,840,353
Penticton/Naramata/Kaleden	2,121	\$3,631,699
Summerland/Peachland	388	\$702,336
Westbank	314	\$567,683
	19,855	\$33,840,421
Others		
Vancouver Island	276	\$532,763
Fraser Valley	165	\$229,214
Gulf Islands*	218	\$329,524
Kootenays	24	\$42,300
Salmon Arm	27	\$40,050
	514	\$887,327
TOTAL *	20,565	\$35,014,272

*The difference in totals on the following pages due to revised Gulf Islands' data collected by the BCWI.

2006 Crop Report

Breakdown of 2006 Crop in Order of Importance

All varieties are reported in short tons (2000 pounds)

Variety	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997
Merlot	3,578	2796	3201	3003	2853	2432	1346	1423	794	454
Chardonnay	2,734	1895	2435	2562	2062	2085	1547	1720	1483	946
Pinot Gris	1,757	1042	1161	1139	1167	929	604	554	289	203
Pinot Blanc	1,624	929	1161	1237	1131	1309	826	963	804	630
Pinot Noir	1,550	998	1162	1325	1454	1296	892	982	630	536
Cabernet Sauvignon	1,439	1054	1174	1153	1024	938	568	511	257	152
Gewurztraminer	1,368	796	1066	1018	899	765	521	561	472	417
Other (prodn < 60 tons)	943	1037	1088	1487	1234	964	865	700	1939	575
Riesling	975	782	817	681	559	478	433	523	731	606
Sauvignon Blanc	936	477	589	627	384	349	190	197	89	0
Cabernet Franc	681	594	747	720	686	620	511	622	500	326
Gamay Noir	653	365	708	528	454	472	254	235	204	87
Syrah/Shiraz	575	408								
Auxerrois	201	165	130	158	193	190	196	316	320	267
Ehrenfelser	170	258	259	271	182	221	218	339	280	178
Marechal Foch	164	152	129	114	113	175	98	121	129	167
Semillon	153	155	85	145	115	77	62	53	71	39
Bacchus	132	113	169	126	162	152	186	216	190	176
Muller Thurgau	115	77	132	98	107	76	83	102	95	66
Vidal Blanc	113	71	67	16	17	151	128	256	255	273
Chancellor	92	113	111	141	121	138	87	114	134	159
Chenin Blanc	85	57	94	99	92	71	65	73	93	60
Sovereign Opal	72	37								
Madeleine Angevine	72	53								
Kerner	68	78	78	73	72	74	90	95	96	70
Pinot Meunier	52	31	46	48	53	49	37	46	12	0
Optima	57	29	42	50	35	53	52	46	53	0
Baco Noir		13	14	59	78	56	115	141	156	107
Verdelet	10	7	7	18	6	17	48	48	112	109
Total	20,369	14,582	16,672	16,897	15,253	14,137	10,022	10,957	9,920	6,387

2006 Crop Report

BC 2006 Red Variety Wine Grape Tonnage

Variety	Tonnage	Total Value	% Red	% of Total Crop
Merlot	3578	\$7,271,454	39.32%	17.57%
Pinot Noir	1550	\$2,808,744	17.03%	7.61%
Cabernet Sauvignon	1439	\$2,903,402	15.82%	7.06%
Cabernet Franc	681	\$1,347,030	7.48%	3.34%
Gamay Noir	653	\$1,060,196	7.17%	3.21%
Syrah/Shiraz	575	\$1,099,298	6.32%	2.82%
Marechal Foch	164	\$316,016	1.80%	0.81%
Chancellor	92	\$112,365	1.01%	0.45%
Misc. Red Varieties*	57	\$112,601	0.63%	0.28%
Pinot Meunier	52	\$88,219	0.57%	0.26%
Lemberger	49	\$92,658	0.54%	0.24%
Dunkelfelder	25	\$51,190	0.28%	0.12%
Pinotage	23	\$49,351	0.25%	0.11%
Icewine Merlot	20	\$64,471	0.21%	0.10%
Icewine Pinot Noir	18	\$60,288	0.20%	0.09%
Sangiovese	16	\$29,591	0.17%	0.08%
Zweigelt	15	\$34,965	0.17%	0.07%
Petit Verdot	14	\$19,944	0.16%	0.07%
Rotberger	13	\$20,552	0.15%	0.06%
Misc. Red Vinifera	13	\$25,725	0.14%	0.06%
Barbera	10	\$19,826	0.11%	0.05%
Michurinetz	8	\$15,261	0.08%	0.04%
Agria	6	\$10,618	0.07%	0.03%
Dornfelder	6	\$14,750	0.07%	0.03%
Other red varieties**	24	\$55,018	0.26%	0.12%
TOTAL	9101	\$17,044,213	100.00%	44.7%

* Misc Red Varieties not identified by survey respondents

**Other red varieties in order of tonnage: Malbec, Zweigelt, Petit Verdot, Cabernet Franc, Icewine Marechal Foch, Misc Red Hybrids, DeChaunac, Foch x Bub Sac, Carmenere, Garanoir, Zweigeltrebe, Nebbiolo, Regent

2006 Crop Report

BC 2006 White Variety Wine Grape Tonnage

Variety	Tonnage	Total Value	% White	% of Total Crop
Chardonnay	2,734	\$4,182,942	24.26%	13.4%
Pinot Gris	1,757	\$2,855,675	15.59%	8.6%
Pinot Blanc	1,624	\$2,196,858	14.41%	8.0%
Gewürztraminer	1,368	\$2,169,266	12.14%	6.7%
Sauvignon Blanc	936	\$1,399,373	8.31%	4.6%
Riesling	793	\$1,146,373	7.04%	3.9%
Auxerrois	201	\$296,277	1.77%	1.0%
Icewine Riesling	182	\$301,949	1.61%	0.9%
Ehrenfelser	170	\$245,678	1.51%	0.8%
Semillon	153	\$228,168	1.36%	0.8%
Bacchus	132	\$185,708	1.18%	0.7%
Müller Thurgau	115	\$161,231	1.02%	0.6%
Icewine Vidal	113	\$134,842	1.00%	0.6%
Chenin Blanc	85	\$123,048	0.75%	0.4%
Sovereign Opal	72	\$85,021	0.64%	0.4%
Madeleine Angevine	72	\$94,857	0.64%	0.4%
Kerner	68	\$103,176	0.60%	0.3%
Viognier	67	\$106,774	0.60%	0.3%
Chasselas	65	\$97,339	0.58%	0.3%
Misc. White Varieties***	63	\$104,901	0.56%	0.3%
Optima	57	\$103,721	0.50%	0.3%
Ortega	54	\$87,883	0.48%	0.3%
Madeleine Sylvaner	48	\$70,031	0.43%	0.2%
Siegerrebe	48	\$79,419	0.43%	0.2%
Scheurebe	44	\$64,191	0.39%	0.2%
Schonburg	39	\$55,066	0.35%	0.2%
Muscat	22	\$40,787	0.19%	0.1%
Pinot Gris OD	20	\$34,425	0.18%	0.1%
Icewine Chardonnay	19	\$49,471	0.17%	0.1%
Icewine Ehrenfelser	17	\$26,512	0.15%	0.1%
Zinfandel	16	\$24,873	0.15%	0.1%
Icewine Pinot Blanc	16	\$31,519	0.14%	0.1%
Reichenstein	16	\$22,330	0.14%	0.1%
Chardonnay Musque	13	\$20,670	0.12%	0.1%
Misc. White Vinifera	13	\$23,174	0.11%	0.1%
Verdelet	10	\$12,156	0.09%	0.1%
Vidal	9	\$17,576	0.08%	0.0%
Other white varieties****	36	\$60,640	0.32%	0.2%
TOTAL	11,267	17,043,900	100.00%	55.3%

*** Misc White Varieties not identified in survey

**** Other white varieties in order of tonnage: Kerner LH, Pearl of C'saba, Trebbiano, Icewine Kerner, Cayuga, Oraniensteiner, Icewine Pinot Gris, Traminer, Saint Laurent, Misc. White, Hybrid, experimental white variety.

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BCWI Staff

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Arrowleaf Cellars

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Bounty Cellars

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www.bountycellars.com

Burrowing Owl Estate Winery

100 Burrowing Owl Place
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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

CedarCreek Estate Winery

5445 Lakeshore Rd.
Kelowna, BC V1W 4S5
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info@cedarcreek.bc.ca
www.cedarcreek.bc.ca

Church & State Wines

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

Columbia Gardens Vineyard & Winery

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

Crowsnest Vineyards

2038 Surprise Drive
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www.crowsnestvineyards.com

Desert Hills Estate Winery

30480-71 Street
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randy@deserthills.ca
www.deserthills.ca

Dunham & Froese Estate Winery

38614 107th Street
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www.dunhamfroese.cca

Gehring Brothers Estate Winery

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Granite Creek Estate Wines

2302 Skimikin Road
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www.granitecreek.ca

Gray Monk Estate Winery

1055 Camp Road
Okanagan Centre, BC V4V 2H4
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F 250-766-3390
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www.graymonk.com

Greata Ranch Vineyards

697 Hwy 97S
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T 250-767-2768 F 250-767-2758
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www.greataranch.com

Hainle Vineyards & Deep Creek Wine Estate

5355 Trepanier Bench Road
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F 250-767-2543
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www.hainle.com

Hawthorne Mountain Vineyards (See Ya Later Ranch)

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www.hmvineyard.com

Member Wineries

Herder Winery & Vineyards

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www.herder.ca

Hester Creek Estate Winery

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www.hestercreek.com

Inniskillin Okanagan Vineyards

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Isabella Winery Ltd.

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Jackson-Triggs Okanagan Estate

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okanaganestate@jacksontriggswinery.com
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Lake Breeze Vineyards

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lakebreeze@shawcable.com
www.lakebreezewinery.ca

Lang Vineyards

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langvineyards@shaw.ca
www.langvineyards.com

Le Vieux Pin

34070 73rd Street (and Black Sage Road)
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Little Straw Vineyards Estate Winery

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www.littlestraw.bc.ca

Mission Hill Family Estate Winery

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www.missionhillwinery.com

Mistral Estate Winery

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T 250-770-1733 F 250-770-1734
customerservice@mistralestatewinery.com
www.mistralestatewinery.com

Mount Boucherie Estate Winery

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sales@mtboucherie.bc.ca
www.mtboucherie.bc.ca

Nk'Mip Cellars

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winery@nkmip.ca
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Noble Ridge Vineyard & Winery

2320 Oliver Ranch Road
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wine@nobleridge.com
www.nobleridge.com

Oliver Twist Estate Winery

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Quinta Ferreira Estate Winery

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Red Rooster Winery

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Rollingdale Winery

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Saturna Island Vineyards

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Soaring Eagle Estate Winery

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St Hubertus Estate Winery (Oak Bay)

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F 250-764-0499
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St Urban Winery

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Stonehill Estate Winery

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Summerhill Pyramid Winery

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Thornhaven Estates Winery

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