



BC WINE INSTITUTE & BC WINE INDUSTRY TRADE CALENDAR



Legend: SPONSORSHIP EVENTS TRADE & MEDIA FAMILIARIZATION TOURS EDUCATION RETAIL PROMOTIONS EXTERNAL EVENTS BCWI MEETINGS						
MONTH	PROGRAM		MARKET	SPONSORSHIP OR BCWI	# OF WINERIES OR STORES	AUDIENCE
July						
6-8	Emerging Regions Familiarization Tour	In-region Tour	BC	BCWI		BC/AB Wine Media
JULY	2017 Grown Here/Made Here campaign	Retail Promotion	BC	BCWI	BCLS/Save On plus LRS	Consumer
July 11	Annual General Meeting	Member Meeting	BC	BCWI		BCWI Member Wineries & Grapegrowers
July 24	Contest - Best of BC Wine Country - July 26 to Aug 23	Content Promotion	BC	BCWI		
July 26 - Sept 3	DBC Wine Passion Campaign	Content Promotion	BC	BCWI		Consumer
August						
AUG	2017 Grown Here/Made Here campaign	Retail Promotion	BC	BCWI		Consumer
August 8	#TravelTuesday Social Media push - Instagram - Destinations BC	Retail Promotion	BC	BCWI / Destinations BC		Consumer, Trade, Media
August 18	Judgement of BC	Event	BC	BCWI		Trade / Media
August 19	BC Pinot Noir Celebration	Event	BC	Sponsorship		Trade / Media / Consumers
August 15-20	Int'l wine media FAM	In-region Tour	USA / UK	BCWI		Int'l Media
August 24	Day 1 - ChefMeetsBCGrape - Okanagan Wine and Food Experience. First Nations Dinner. NKMP Cellars	Event	BC	BCWI		Consumer, Trade, Media
August 25	Day 2 - ChefMeetsBCGrape - Okanagan Wine and Food Experience. Icons of Food and Wine Dinner. Burrowing Owl Estate Winery	Event	BC	BCWI		Consumer, Trade, Media
August 26	Day 3 - ChefMeetsBCGrape - Okanagan Wine and Food Experience. Taste of the Okanagan. See Ya Later Ranch	Event	BC	BCWI		Consumer, Trade, Media
August 27	Day 4 - ChefMeetsGrape - Okanagan Wine and Food Experience. Taste of the Okanagan. Bubbles and Brunch. Hester Creek Winery.	Event	BC	BCWI		Consumer, Trade, Media
September						
September	2017 Grown Here/Made Here campaign -- Social Media outreach	Retail Promotion	BC	BCWI		Consumer
September	2017 Unconventional Pairings campaign	Retail Promotion	BC	BCWI		Consumer, Media
September	2017 Life Moments campaign	Retail Promotion	BC	BCWI		Consumer, Media
Sept - Oct	Wine & Culinary Tourism Campaign	Retail Promotion	AB, BC, WA	BCWI		Consumer
September 4	CAPS BC National Competition - Fraser Valley FAM Tour	Event	National	BCWI		Trade
September 21	Colour Wines of BC Fall Release Tasting in Vancouver	Event	BC	BCWI	90	Trade / Media
Sep 28 - Oct 8	Okanagan Fall Wine Festival	Event	BC	Sponsorship		Consumer, Trade, Media
Sept - Oct	Wine & Culinary Tourism Campaign	Retail	AB, BC, WA	BCWI		Consumer
October						
October 10	Discover Wines of BC Fall Release Tasting in Calgary	Event	BC	BCWI	30	Trade / Media
TBD	Best of BC Wine & Culinary Familiarization Tour	In-region Tour	BC	BCWI		BC/AB Wine & Food Media
November						
Nov 5 - 8	Wines of BC SOMM Bootcamp	Event	BC	BCWI		Trade / Media
December						
	Holiday Guides campaign	Retail Promotion	BC	BCWI		Consumer, Media