



**For Immediate Release:  
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## **BC Wine Studio Leads the Charge for BC Wine in South Korea**

*Mark Simpson excited to showcase his wines to a new audience in one of Asia's fastest growing economies*

Hot on the heels of the successful launch of his new winery in Okanagan Falls, BC Wine Studio and its new Wine Club, winemaker Mark Simpson was invited to be part of the BC Government's trade mission to Seoul, South Korea. This trip has been supported by the Governments of Canada and British Columbia.

Mark explains: "South Korea represents a great opportunity for our wine as a gateway to the rest of Asia and gives us a chance to develop a new market for BC wine in a country with sophisticated tastes and an eye for quality. Plus it hones our competitiveness in showing wine and doing trade in a new arena. The Seoul Hotel and Food Show is one of the biggest food and beverage trade shows in the world. I made my first sale today and it feels great!"

Given that Mark Simpson is both a highly-decorated brewer and sought-after winemaker, BC Wine Studio is uniquely positioned to spread the word about BC wine and craft beer in Asia, a key growth market.

With strong Lower Mainland roots, BC Wine Studio is also very pleased by the proposed change in BC wine law to allow for satellite tasting rooms. Mark has already begun the search for a space for an East Vancouver satellite tasting lounge which will bring this same "Best of BC" tasting experience to the Lower Mainland. This Vancouver tasting room will present BC Wine Studio projects like Siren's Call, Nagging Doubt and Noble Beast along with Simpson's craft beer projects.

The BC government has played a key role in facilitating a smooth visit to Seoul by providing key contacts, logistical support and translation services. BC wine can compete on the world stage with the major wine producing regions with this kind of proactive support from our federal and provincial governments.

Along with the Lower Mainland tasting room and some exciting new collaborative winemaking projects, Simpson has helped Mission Springs Brewing establish their own tap house featuring BC craft beer in Seoul. "The hunger for great BC-originated products is spreading far beyond our own borders, and I'm convinced that the healthier the winemaking and craft brewing industries become in BC, the greater the demand we will see from the rest of the world as well."

For more information on BC Wine Studio's range of wines, wine club and custom crush winemaking services, visit [www.bcwinestudio.ca](http://www.bcwinestudio.ca). For all the latest news and updates follow them on Twitter @bcwinestudio and Facebook.com/bcwinestudio.

Funding for this initiative was provided by Agriculture and Agri-Food Canada and the BC Ministry of Agriculture through the BC Agrifoods Export Program under *Growing Forward 2*, a federal-provincial-territorial initiative. The program is delivered by the Investment Agriculture Foundation of BC.

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