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## NEWS RELEASE

For Immediate Release  
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Ministry of Agriculture

### **Singletree Winery receives funding to branch out to new markets**

ABBOTSFORD – Singletree Winery is preparing to make their debut in Metro Vancouver’s wine and food community with funding from the B.C. government’s Buy Local program. The winery is receiving \$18,500 to promote Singletree in the region, aiming to increase monthly sales by 25%.

Singletree Winery will build awareness through public tastings, appearing at the Abbotsford Farm and Country Market every second Saturday (July 4 – Oct 10), and inviting the public to visit their new winery to sample its latest wine releases. In addition, Singletree is sending wine samples to local wine writers to inspire them with the flavours of the Fraser Valley wine country.

British Columbians will have the opportunity to taste the Singletree brand during the winery’s grand opening weekend (June 26-28, 5782 Mt. Lehman Road, Abbotsford) and at their cellar door every Thursday to Sunday from noon to 5:30 p.m.; guests will be able to enjoy scenic views while enjoying a glass of wine at their new tasting room. To reach a larger-scale audience, the winery recently hosted a media event in Vancouver to introduce the label to wine writers and food experts. Singletree is set to be part of the new self-guided Abbotsford Winery and Craft Brewery tour launching July 1. The wines will also have a presence at fundraisers and festivals while partnering with other local restaurants and retailers.

Singletree Winery is family-owned and operated. It offers its customers the very best flavours the Fraser Valley is capable of producing. The Buy Local funding allows local businesses to flourish and succeed in their niche market.

The Buy Local program has received \$6 million in B.C. government funding since 2012 to increase sales of locally grown and processed agrifood and seafood products within the province.

Building the local market for B.C. foods is a key commitment of government’s Agrifoods Strategy, a component of the BC Jobs Plan, to lead the agrifoods sector growth into a \$14-billion-a-year industry by 2017.

The provincial government’s Buy Local program is administered by the Investment Agriculture Foundation of British Columbia. Applications are available at: <http://www.iafbc.ca/>

#### **Quotes:**

#### **Abbotsford West MLA Mike de Jong on behalf of Minister of Agriculture Norm Letnick –**

“The B.C. government is committed to providing local businesses the opportunity to share the dedication and hard work they put into their products. Singletree is a great example of what

British Columbians can achieve and what Buy Local funding can help accomplish.”

**Singletree owner, Garnet Etsell –**

“We very much appreciate the Buy Local funding that we have received from the B.C. provincial government through the Investment Agriculture Foundation. This support will allow us to showcase the bounty of our land throughout and beyond the Fraser Valley. Our message is not only about Singletree Winery – as the interest from the Vancouver market proves that there is an emerging quality wine region just at its backdoor. There is growing passion amongst consumers and chefs for quality products born from the diverse Fraser Valley agricultural landscape. Agri-tourism, restaurants, supply infrastructure, and job opportunities will all reap benefits as this sector takes root and we’re proud to be part of it.”

**Learn More:**

Singletree Winery: <http://singletreewinery.com/>

B.C. Buy Local program: <http://www.gov.bc.ca/agri/buylocal.html>

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