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## NEWS RELEASE

For Immediate Release  
2017AGRI0041-000845  
March 27, 2017

Ministry of Agriculture

### **B.C. winery is served Buy Local funding**

OLIVER – From soil to sunshine to scenic vineyards, wineries throughout B.C. are giving British Columbians a diverse sensory experience that is as extraordinary as the province itself.

The provincial government's Buy Local program is providing 15 B.C.-based wineries and breweries with up to a combined total of \$456,193 in funding to promote their local products through Buy Local initiatives, such as advertising campaigns and developing promotional materials.

Locally owned and operated Tinhorn Creek Vineyards is a recipient of the provincial government's Buy Local program funding. With funding up to \$25,000, the company is creating brand concept and design for a new wine being released.

The funding received will be used to launch a campaign to promote the new wine release and host tasting events for media and trade representatives to increase awareness of Tinhorn's products and brand.

Tinhorn Creek Vineyards is bringing innovation in the vineyard and cellar to the wine glasses of British Columbians all over the province. The company has been producing premium and ultra-premium table wines from the Okanagan Valley since 1993.

The B.C. government has committed \$14 million to the Buy Local Program since 2012, including \$6 million over the next three years, announced in Balanced Budget 2017. Approximately 200 B.C. agrifood and seafood companies have expanded their reach and sales in communities throughout B.C. since the program began, with the \$8 million of funding accessed to date resulting in \$29 million in investments through matching funds.

The B.C. government's Agrifood and Seafood Strategic Growth Plan supports the building of domestic markets and maintaining a secure food supply. The plan is a component of the BC Jobs Plan, and the roadmap to leading the agrifoods sector to becoming a \$15 billion-a-year industry by 2020.

The provincial government's Buy Local program is administered by the Investment Agriculture Foundation of British Columbia on behalf of the Province of BC. Applications are available at: <http://iafbc.ca/funding-opportunities/buy-local/>

#### **Quotes:**

**Linda Larson, Boundary-Similkameen MLA –**

“The Okanagan Valley is famous for its wine, and the wine created at Tinhorn Creek Vineyards,

located on the Golden Mile Bench, is full of B.C. flavours. Thanks to government programs like Buy Local, funding is supporting local agrifood companies reach new audiences and new markets all over the province.”

**Jan Nelson, sales and marketing manager, Tinhorn Creek Vineyards –**

“Innovation and experimentation is what drives industry forward and prompts improvements that benefit consumers and industry alike. Although experimentation occurs in many wineries, the lack of scale of these micro-projects often means the resulting wine gets blended away, and the findings go on to influence future winemaking decisions.

“With the support of the Buy Local program, Tinhorn Creek was able to develop a program focusing on innovation in our vineyards and cellar, and then package these micro-lot wines for the enjoyment of our customers. These wines will also be shared with media and influencers in order to promote awareness and help advance the reputation of the B.C. wine industry as a world-class wine growing region.”

**Learn More:**

Tinhorn Creek Vineyards: <http://www.tinhorn.com/>

Buy Local program: <http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/programs/market-development-and-trade/bc-buy-local-program>

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## BACKGROUND

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**The following projects have received funding from the B.C. government's Buy Local program**

BC Tree Fruits Cider Co., Kelowna:

\$29,282.75 to increase sales, increase foot traffic at the downtown Kelowna cidery and expand social media fan base with in-store sampling, updating company website, designing promotional material, event marketing and launching social media campaigns.

BC Wine Studio, Okanagan Falls:

\$7,337.75 to increase buy local awareness and increase sales with website upgrades, social media campaigns, new labelling for products and advertising.

British Columbia Wine Institute Society, Kelowna:

\$75,000 to drive consumers to make BC VQA wine their first choice and increase sales by creating new packaging, launching social media campaigns, website upgrades, advertising and signage.

Ex Nihilo Vineyards, Lake Country:

\$63,405 to increase sales by updating the company website, media advertising and participating in tradeshow.

Fernie Brewing Company, Fernie:

\$75,000 to increase B.C. sales and brand awareness for 'Craft Beer. Wild Life' by launching a marketing campaign.

House of Rose Winery, Kelowna:

\$57,560 to increase annual sales by participating in events, in-store demos, digital, print and radio advertising, creating new product labelling and packaging and developing promotional materials.

Howling Bluff Estate Winery, Penticton:

\$34,056 to increase sales, the B.C. customer base, website and social media traffic and visitors at the winery by developing promotional materials, crafting newsletters, hosting events and in-store demos, updating the company website, new product labelling and design and launching a digital marketing campaign.

Kamloops Wineries Association, Kamloops:

\$17,400 to increase sales with a billboard advertising campaign, creating marketing materials, local TV and radio ads, bus wrapping promoting Buy Local wine message, building consumer database to engage directly with customers and hosting media farm tours.

Laughing Stock Vineyards, Penticton:

\$12,057.50 to increase sales within the Asian community in Vancouver, attendees to events and additions to the newsletter and wine club by hosting events, translating promotional materials, creating product video and launching social media campaigns.

Meyer Family Vineyards, Okanagan Falls:

\$7,677 to increase wine club members through consumer tasting events with a local chef or caterer.

Pacific Western Brewing Company Ltd., Burnaby:

\$30,844 to increase sales by producing, packaging and distributing a unique beer that is made from B.C.-only ingredients and marketing and promoting the new brew.

Ripples Winery, Abbotsford:

\$29,250 to increase farm-gate sales and encourage making Ripples Winery a destination through consumer educational and marketing seminars, developing Buy Local video, updating website and social media activity; hosting season opener event, creating promotional materials and signage.

Robin Ridge Winery, Keremeos:

\$8,192.50 to increase sales and traffic to the winery by creating brochures, signage, banners and radio and magazine advertising; upgrading the company website; hosting special events and offering in store samples.

The View Winery Inc., Kelowna:

\$9,684 to increase sales with an advertising campaign – including radio and bus ads.

Tinhorn Creek Vineyards, Oliver:

\$25,000 to increase sales and media exposure in wine and lifestyle magazines by developing brand concept and design, launching media campaign, new product release with a press release and hosting tasting events for media and trade representatives.

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