
NEWS RELEASE

For Immediate Release
2017AGRI0040-000844
March 27, 2017

Ministry of Agriculture

British Columbia wineries and breweries receive funding

PRINCE GEORGE – From soil, sunshine and scenic vineyards to local small town brews, B.C. wineries and breweries 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 a combined total of up to \$456,193 in funding to promote their local products through buy local projects, such as advertising campaigns and developing promotional materials.

Pacific Western Brewing Company is receiving up to \$30,844 of Buy Local funding. As B.C.'s largest independent, locally owned brewery, the company has crafted a beer made solely with ingredients from B.C. called Cariboo Springs Lager. The funding will help launch marketing campaigns and create promotional materials for the new brew.

The creation of Cariboo Springs Lager from local ingredients is supporting B.C.'s farmers and families that help make Pacific Western Brewing's craft possible, while bringing a passion for local agrifoods and great tasting beer together.

Pacific Western Brewing was established in 1957 on a fresh water spring in Prince George. Over the past 60 years, the company has achieved many milestones. The brewery is bringing B.C. flavours to beer lovers all around the globe.

The Buy Local program has committed almost \$1.6 million in funding to B.C.'s beer and wine industry since 2012 to support food security in B.C. and help local businesses grow and thrive in the competitive market.

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. To date, \$8 million of funding has been accessed, 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 B.C. Applications are available at: <http://iafbc.ca/funding-opportunities/buy-local/>

Quotes:

Shirley Bond, MLA for Prince George-Valemount –

“The Buy Local program is providing funding to wineries and breweries all over the province, helping put British Columbia on the forefront of innovation, competitiveness and market development in the industry. We are proud to support the hard work and dedication of the individuals who have the passion and skill to produce some popular products like those from Pacific Western Brewing in our own community.”

Mike Morris, MLA for Prince George-Mackenzie –

“Support for B.C. companies is keeping jobs local, growing the local economy and producing great tasting quality products to enjoy. The Buy Local program is connecting local producers and processors with British Columbians, so they can share their stories and strengthen the bond between the consumer and product.”

Coralee Oakes, MLA for Cariboo-North and Minister of Small Business, and Red tape Reduction, and Minister Responsible for the Liquor Distribution Branch –

“The Buy Local program is helping small businesses invest in their future by promoting their products locally. B.C.’s wine and craft beer industries are growing fast, making significant economic contributions to the province, attracting high volumes of tourists, creating over 16,000 jobs combined and it is important that they continue to thrive.”

Kazuko Komatsu, president and CEO, Pacific Western Brewing Co. –

“Pacific Western Brewing has always represented the strong history of BC brewing around the world. Now, we are taking a stand with our agricultural neighbours.”

Learn More:

BC Tree Fruits Cider Company: <http://bctreefruitscider.com/>

BC Wine Studio: <http://bcwinestudio.ca/>

British Columbia Wine Institute Society: <http://www.winebc.com/>

Ex Nihilo Vineyards: <http://exnihilovineyards.com/>

Fernie Brewing Company: <https://www.ferniebrewing.com/>

House of Rose Winery: <http://www.houseofrose.ca/>

Howling Bluff Estate Winery: <http://www.howlingbluff.ca/>

Kamloops Wineries Association: http://kamloopswinetrail.com/partnership_program.php

Laughing Stock Vineyards: <http://www.laughingstock.ca/>

Meyer Family Vineyards: <http://www.mfvwines.com/>

Pacific Western Brewing Company Ltd.: <http://www.pwbrewing.net/>

Ripples Winery: <http://www.rippleswinery.com/>

Robin Ridge Winery: <http://www.robinridgewinery.com/>

The View Winery Inc.: <https://www.theviewwinery.com/>

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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Connect with the Province of B.C. at: www.gov.bc.ca/connect

BACKGROUND

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Projects benefiting from the Buy Local program

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, 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 a 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., Prince George:

\$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 news release and hosting tasting events for media and trade representatives.

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