



BC Agrifood and Seafood Market Development Program

Market Development Planning Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Terroir Consulting
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Terroir Consulting is a wine research and development firm located in Kelowna, BC.
Primary Target Clients	Wineries, Grapegrowers, Wine Service Providers, Regional / Provincial Wine and Grapegrowing Associations, Wine Marketing Cooperatives and Wine Export Associations, Breweries, Cideries, Distilleries.
Areas of Expertise Related to Market Development Planning Services	Our team specializes in custom development planning and marketing research. This includes online quantitative research; qualitative work including ethnographic, interviews, and focus groups; workshops; sensory evaluation; marketing planning; and strategic business planning.
Number of Years Providing Market Development Planning Services in B.C.	Strategic planning, organizational development, marketing and research services in British Columbia for 22 years. Previously operated dba Cross Country Consultants.

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR	
<i>EXAMPLE 1</i>	
Project Title	Brand Development and Marketing Plan
Client Type	Wine Producer
Type of Market Development Planning Report Developed	Brand Development and Marketing Report
Scope of Market Development Planning Services Provided	Worked with the client to collaboratively created a new brand identity, key messages, logo, and labeling concepts. Several marketing opportunities were identified, and the target market was refined.
<i>EXAMPLE 2</i>	
Project Title	Product Portfolio Planning and Brand Concept Development
Client Type	Wine Producer
Type of Market Development Planning Report Developed	Marketing and Brand Concept Plan Report
Scope of Market Development Planning Services Provided	Assessed the company's current wine product portfolio and marketing plan, researched relevant market opportunities, and designed a brand concept for the new line of wines.
<i>EXAMPLE 3</i>	
Project Title	Strategic Prioritization, Stakeholder Research and Marketing Planning
Client Type	Industry Association
Type of Market Development Planning Report Developed	Strategic Marketing and Planning Report
Scope of Market Development Planning Services Provided	Working with the association to research stakeholder priorities for a certification program designed to increase market share and grow sales.
<i>EXAMPLE 4</i>	
Project Title	Strategic Planning
Client Type	Wine Producer
Type of Market Development Planning Report Developed	Strategic Business Planning Report
Scope of Market Development Planning Services Provided	A 5-year strategic business and marketing plan was produced by exploring current market trends, conducting an internal assessment of business practices, and researching consumer preferences.
<i>EXAMPLE 5</i>	
Project Title	Wine Business Market Research and Strategic Merger Planning
Client Type	Wine Educator
Type of Market Development Planning Report Developed	Strategic Merger Planning Report
Scope of Market Development Planning Services Provided	The client was exploring a merger with another company, which would involve market expansion, new product development and repositioning with competitors.

Please note: Content was provided by pre-qualified consultant

