



# BC WINE SEARCH AND Savour CONTEST

## FOUR WAYS ALL LIQUOR LICENSEES CAN GET INVOLVED

THE *WINES OF BRITISH COLUMBIA* IS PLEASED TO PRESENT OUR FALL MARKETING CAMPAIGN CELEBRATING THE DELICIOUSLY DIVERSE WINE-GROWING REGIONS OF BC. WE INVITE YOU TO TAKE PART AND TAKE ADVANTAGE OF THE **FREE** MARKETING SUPPORT WE ARE OFFERING. HERE'S HOW....

### 1 HOST A BC VQA WINE TASTING

From winemakers' dinners to an in-store tasting - there are many ways you can feature BC VQA wine. Submit your event to our popular [winebc.com](http://winebc.com) events calendar and we will promote online and through social media.



# 2

## FEATURE A BC VQA WINE FLIGHT

BC is home to 9 official wine regions and 2 sub-regions. Featured flights can be themed as one varietal sourced from different regions to highlight how terroir influences wine. Entice, amaze and educate your clientele with your recommendations.



# 3

## ORDER AND DOWNLOAD POS

Billfolds, single backer cards, necktags, posters, coasters and other point of sales materials available for **FREE**. To order visit our online **Order Page**.

Build your most creative display featuring BC VQA wine and share and tag **@winebcdotcom** in the photo on your social media channels. One licensee will be selected to win a BC wine and gourmet food basket to be enjoyed by you team.

# 4

## SHARE ON SOCIAL MEDIA

Let us know what you are doing by tagging **#bcwine** and **#buybc** and the BC Wine Institute will amplify across our channels.



The campaign will be running on TV, online and in stores until December 16.

For more information on the Search and Savour campaign visit: [winebc.com/industry/search-and-savour](http://winebc.com/industry/search-and-savour)

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