

Smith, Justin GCPE:EX

From: Phelps, Blair GCPE:EX
Sent: Wednesday, March 22, 2017 11:59 AM
To: 'Miles Prodan'
Cc: 'Lisa Braman'
Subject: RE: announcement

Hi Miles,

Thanks for the quote. I will be sure to share the finals with you later in the week.

Blair

From: Miles Prodan [<mailto:MProdan@winebc.com>]
Sent: Wednesday, March 22, 2017 11:57 AM
To: Phelps, Blair GCPE:EX
Cc: Lisa Braman
Subject: FW: announcement

Blair:

Feel free to insert & edit as required:

“Restaurant support for the BC wine industry is widely recognized as the cornerstone for today’s consumer enthusiasm for 100% BC wine”, says Miles Prodan, President & CEO, BC Wine Institute.

“In fact, last year the 540 BC restaurants, pubs, nightclubs, etc. accounted for over 20% of BC VQA wine sales across the province – an increase of over 5% from the year previous.”

“BC wine by-the-glass, unique paired meals and wine list feature programs are ideal for customers to sample and try many of the award-winning BC wines available”.

Appreciate if you’d send through final draft for our review, thanks.

Miles

Miles Prodan | President & CEO | British Columbia Wine Institute
o: 250.762.9744 x101 | c: 250.863.9379

From: Phelps, Blair GCPE:EX [<mailto:Blair.Phelps@gov.bc.ca>]
Sent: Monday, March 20, 2017 1:43 PM
To: Miles Prodan <MProdan@winebc.com>
Subject: Re: announcement

Hi Miles,

I believe Samantha has already reached out to you about our upcoming announcement on the Eat, Drink Local program. We are currently working towards an announcement on Saturday, March 25th.

I have attached a copy of our news release, and was hoping you’d be interested in providing a quote for the news release.

Thanks,

Blair

Blair Phelps
Communications Director
Ministry of Agriculture | Intergovernmental Relations
(250) 889-9726

Smith, Justin GCPE:EX

From: Phelps, Blair GCPE:EX
Sent: Thursday, March 23, 2017 9:38 AM
To: Letnick, Norm AGRI:EX; Bill, Karen F AGRI:EX
Subject: Draft news release
Attachments: NR_Eat, Drink Local_Mar 22 17 - DRAFT.docx

[Draft news release and quote for approval:](#)

“BC restaurants are one of the reasons people are excited about living and visiting here. The EAT DRINK LOCAL program will help continue to build on the connections and passion British Columbians have for foods, and help locals and tourists alike identify and enjoy local foods and beverages.”

From: [Phelps, Blair GCPE:EX](#)
To: [Driedger, Emily AGRI:EX](#)
Cc: [Bill, Karen F AGRI:EX](#)
Subject: FW: Event invite
Date: Thursday, March 23, 2017 2:16:00 PM
Attachments: [Invitation Eat, Drink Local - Mar 22 17.pdf](#)

Can you please send to Minister Thomas's office and Becky in PCC's constit office.

From: Phelps, Blair GCPE:EX
Sent: Thursday, March 23, 2017 1:43 PM
To: Phelps, Blair GCPE:EX
Subject: Event invite

Good afternoon,

Please join the Honourable Norm Letnick, Minister of Agriculture, Ian Tostenson, BC Restaurant and Food Services Association, and Miles Prodan, BC Wine Institute, for an event to announce new efforts to promote local food and beverage.

The event will take place on Saturday, March 25th at 1:30p.m. at RauDZ Regional Table. The invitation is attached.

Kindly RSVP directly to myself by return email, **leaving the subject line intact please.**

Warm regards.

Blair

Blair Phelps

Communications Director

Ministry of Agriculture | Intergovernmental Relations

(250) 889-9726



Please join

The Honourable Norm Letnick

Minister of Agriculture

with

Ian Tostenson

BC Restaurant and Food Services Association

and

Miles Prodan

BC Wine Institute

for the launch of a new program to promote local food and beverages
in restaurants.

1:30pm

Saturday, March 25, 2017

RauDZ Regional Table
1560 Water Street
Kelowna

Please RSVP to Blair Phelps
Blair.Phelps@gov.bc.ca

NEWS RELEASE

For Immediate Release
[release number]
[Date]

Ministry of Agriculture

EAT DRINK LOCAL served at BC restaurants soon

Diners at B.C. restaurants are in for a local treat in 2017 – a month long celebration of BC food and beverages from land and sea, as part of the B.C. Restaurant Association's (BCRA) upcoming EAT DRINK LOCAL campaign.

EAT DRINK LOCAL will offer Family, Casual and fine dining restaurants, cafes, pubs, hotels and catering companies in B.C. the opportunity to participate in a province wide program and promotion in which they can showcase their creativity and skill with local products and flavours. Interested restaurants will be invited to develop and submit a special fresh sheet, with application details available shortly @ XXXX. The timing of the month long local feast will be announced shortly, and will be timed to limit conflicts with other dining events.

The EAT DRINK LOCAL program will also promote local foods through a web site that will serve as a hub for all things related to eating and drinking local. The site will include restaurant and chef profiles, trends, timetables and tips on the wide range of local ingredients being harvested and served in B.C. and a searchable directory by region and city of where to eat and drink local

As part of the B.C. Government's ongoing efforts to build the local agrifood and seafood economy, the Ministry of Agriculture is contributing \$223,500 to the program. EAT DRINK LOCAL is expected to increase the demand and sales of local food in the restaurants, build consumer awareness about the quality, range and flavour of B.C. foods, and help residents and tourists easily identify where local flavours are being served.

B.C.'s agrifood and seafood sector set a record \$13 billion in revenue in 2015, and added 6,800 new jobs to the workforce, bringing the total number to 63,000 British Columbians working in the agrifood and seafood sector.

Quotes:

Norm Letnick, Minister of Agriculture and MLA for Kelowna-Lake Country – not approved

"BC restaurants are one of the reasons people are excited about living and visiting here. The EAT DRINK LOCAL program will help continue to build on the connections and passion British Columbians have for foods, and help locals and tourists alike identify and enjoy local foods and beverages."

Ian Tostenson, president & CEO, BC Restaurant Association –

"Xxx yyy zzz."

Miles Prodan, president & CEO, BC Wine Institute – Approved

“Restaurant support for the BC wine industry is widely recognized as the cornerstone for today’s consumer enthusiasm for 100% BC wine. In fact, last year the 540 BC restaurants, pubs, nightclubs, etc. accounted for over 20% of BC VQA wine sales across the province – an increase of over 5% from the year previous. BC wine by-the-glass, unique paired meals and wine list feature programs are ideal for customers to sample and try many of the award-winning BC wines available.”

Learn More:

More information on the BC Restaurant & Food Services Association can be found at: [http:// www.bcrfa.com/](http://www.bcrfa.com/)

More information on the BC Wine Institute can be found at: <http://www.winebc.com/>

Media Contacts:

Blair Phelps
Communications Director
Ministry of Agriculture
250 356-1812