

From: [Nelson, Tiffany GCPE:EX](#)
To: [Carr, Michelle LCLB:EX](#); [Vale, Elaine LCLB:EX](#)
Cc: [Robins, Shawn GCPE:EX](#); [Togneri, Cassandra GCPE:EX](#)
Subject: For final approval: wine month NR
Date: Wednesday, February 14, 2018 12:40:59 PM
Attachments: [AGRI NR-BC Wine Month v.2 \(3\) LDB.docx](#)
[image001.gif](#)
[image002.gif](#)
Importance: High

Hi – NR with LDB edits for LCLB’s review ASAP please.

Thanks,

Tiffany

250 858-4680

From: Turner, Caeli LDB:EX

Sent: Wednesday, February 14, 2018 12:38 PM

To: Togneri, Cassandra GCPE:EX ; Nelson, Tiffany GCPE:EX

Cc: Zanolco, Viviana LDB:EX ; Tam, Dixon LDB:EX ; Bilney, Kate LDB:EX

Subject: RE: URGENT WINE MONTH

Hi Cass/Tiff – here are a few minor recommended changes from LDB. I’ve flagged this for Blain as well.

Please note the nuance around shelf space being offered vs. British Columbians seeing an increase. Wineries who sell through LDB channels have to pay mark-up (though there are some rebates for VQA wine sales), so most prefer to sell through private channels. If we offer them more shelf space, they may not necessarily take us up on it due to the fact that they can make more money per bottle selling to hospitality or the private stores.

Can you please confirm the timing for the NR with us, once you know it? I expect we may get some media calls.

Let me know if you have any questions. We’ll leave to you to circulate back with Meghan.

Thanks,

Caeli

Caeli Turner

Director, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3196 E: caeli.turner@bcldb.com



The LDB is proud to contribute over \$1 billion annually to the Province of British Columbia. Our contribution helps provide financial support for vital public services including health care and education.



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For Immediate Release
[Release Number]
[Date]

Ministry of Agriculture
Ministry of Jobs, Trade and Technology
~~Auditor General~~ Ministry of Attorney General

Province supports local wine industry by proclaiming April B.C. Wine Month

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“B.C.’s wine industry is made up of family-run vineyards and wineries that have chosen farming as their life’s course, provide good jobs in communities in our wine-growing regions, and share their award-winning varietals with British Columbians, Canadians and consumers from around the world,” Said Minister of Agriculture Lana Popham. “We told British Columbians we would fight for our wine-making community, and promoting an entire month to B.C. wines is a wonderful way to do just that.”

s.13

s.13

The Ministry of Agriculture will also be working with the BC Wine Institute to open up new markets for B.C. wines within Canada and globally.

“Miles Prodan quote”

Fast Facts:

- B.C. is home to 929 vineyards, including ~~254~~ over 350 licensed wineries.
- B.C. wine’s economic impact is \$2.8 billion annually, and the industry employs about 12,000 people throughout the province.
- There are just under 3,900 hectares of wine grapes and 56 hectares of fresh market grapes.
- Over 60 different grape varieties are produced in the province, the top ten of which include Merlot, Pinot Gris, Pinot Noir, Chardonnay, Cabernet Sauvignon, Gewurztraminer, Cabernet Franc, Syrah, Riesling, and Sauvignon Blanc.
- In 2016, B.C. wine exports increased 4% to \$9.7 million shipped to 17 international markets.
- Ice wine exports were \$1.8 million of the total.

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Comment [CT2]: If these are numbers from the BCWI, can we please add at the front that “according to the BCWI, in 2016, B.C. wine exports...” etc?

LDB received a lot of media calls asking for wine exports and as you know, we don’t track exports so it may look funny to be providing those stats now

- The top markets for B.C. wine were China (54%), Taiwan (23%) and the US (11%)

Learn More:

BC Liquor Stores

BC Wine Institute

Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

From: [Nelson, Tiffany GCPE:EX](#)
To: [Smith, George AG:EX](#); [Godfrey, Sam AG:EX](#); [Milne, Gala AG:EX](#)
Cc: [Robins, Shawn GCPE:EX](#)
Subject: For review: AGRI April Wine Month NR
Date: Wednesday, February 14, 2018 1:26:25 PM
Attachments: [NYCU - April BC Wine Month v.4.docx](#)
Importance: High

Hi – AGRI’s latest wine month NR attached (signed off by Evan), with LCLB and LDB for a final look.
Scheduled release time is 3 p.m. if you could flag any concerns before then.

Thanks,

Tiffany

250 858-4680

News You Can Use

For Immediate Release
[release number]
[Date]

Ministry of Agriculture

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Along with the proclamation of B.C. Wine Month in April, other government initiatives in support of B.C.'s wine industry include:

- An increase in B.C. wines in local BC Liquor Store, including craft wines from small and medium producers that are not typically available outside of the wineries.
- Promotion throughout the month with store-front displays
- A greater variety of in-store tastings of B.C. wines.
- Funding for an expansion of the Buy BC: Eat Drink Local campaign, to further develop partnerships between the BC Wine Institute and the BC Restaurant and Food Services Association.
- Funding to support B.C.'s wine producers as they market their BC VQA wines to new international markets.

While the Province has worked to develop this support, the Ministry of Agriculture has been involved in ongoing engagement with wine producers throughout the province.

"We are grateful for the loyalty and support we have received from the consumers across B.C. & Canada in response to Alberta's announcement to boycott BC Wine," said Miles Prodan, President and CEO. "We appreciate the Province's quick response in support of B.C.'s wineries, and we remain resolute in our mission to secure sales opportunities here in B.C. for the many B.C. grape wineries across the province, most of which are small, family owned and operated businesses, and will continue to promote our local world-class products at home and abroad."

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Quick Facts:

- B.C. is home to 929 vineyards, including over 350 licensed wineries.
- There are just under 3,900 hectares of wine grapes grown in B.C.
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Learn More:

BC Wine Institute - <http://www.winebc.com/>

BC Liquor Stores - <http://www.bcliquorstores.com/>

Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

Page 07 to/à Page 12

Withheld pursuant to/removed as

s.13;s.17

Page 13

Withheld pursuant to/removed as

s.12;s.14;s.13;s.17

Page 14 to/à Page 15

Withheld pursuant to/removed as

s.13;s.17

Page 16

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s.12;s.13;s.17

Page 17 to/à Page 18

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s.13;s.17

Page 19

Withheld pursuant to/removed as

s.14;s.16;s.13;s.17

Page 20

Withheld pursuant to/removed as

s.14;s.13;s.17

From: [Robins, Shawn GCPE:EX](#)
To: [Carr, Michelle LCLB:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: FW: Updated EP: response to BC Wine Ban
Date: Tuesday, February 13, 2018 11:00:29 AM
Attachments: [attachment 1.docx](#)

Hi Michelle:

Have you received direction on this proposed event. If so could you share with us. If not, do you have any idea where this direction is coming from?

From: Nelson, Tiffany GCPE:EX
Sent: Tuesday, February 13, 2018 10:55 AM
To: McRae, Meghan GCPE:EX
Cc: Robins, Shawn GCPE:EX; Boelens, Robert GCPE:EX
Subject: Updated EP: response to BC Wine Ban

Hi – had AGRI prepared this initial event proposal, and is there a more recent version based on the work underway Friday?

Trying to reach LCLB (Michelle) to piece together the direction on this and where recommendations are at in terms of any proposed announcement.

Thanks,

Tiffany

250 858-4680

From: McRae, Meghan GCPE:EX
Sent: Friday, February 9, 2018 8:20 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Cc: Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca>; Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca>
Subject: Re: URGENT: Response to BC Wine Ban

Page 22 to/à Page 23

Withheld pursuant to/removed as

s.12;s.13

From: [Togneri, Cassandra GCPE:EX](#)
To: [Turner, Caeli LDB:EX](#); [Zanocco, Viviana LDB:EX](#)
Subject: FW: Wine month draft
Date: Wednesday, February 14, 2018 11:20:24 AM
Attachments: [AGRI NR-BC Wine Month v.2.docx](#)
Importance: High

Here is the IN -

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: 778-677-0870

-----Original Message-----

From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, February 14, 2018 9:43 AM
To: Nelson, Tiffany GCPE:EX
Subject: FW: Wine month draft
Importance: High

I have only added "over" to 350 wineries (there are about 358, but that can change daily). Other stats are not for LCLB or LDB to confirm. The rest is fine. Edit attached.

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: 778-677-0870

-----Original Message-----

From: Nelson, Tiffany GCPE:EX
Sent: Wednesday, February 14, 2018 8:57 AM
To: Togneri, Cassandra GCPE:EX
Subject: FW: Wine month draft
Importance: High

Hi - can you review and confirm the stats are accurate? I pulled from yesterday's interprovincial trade IN.

Thanks,

Tiffany
250 858-4680

-----Original Message-----

From: Robins, Shawn GCPE:EX
Sent: Wednesday, February 14, 2018 8:27 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: FW: Wine month draft



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Ministry of Agriculture
Ministry of Jobs, Trade and Technology
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Learn More:

BC Liquor Stores

BC Wine Institute

Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

-----Original Message-----

From: McRae, Meghan GCPE:EX

Sent: Wednesday, February 14, 2018 6:18 AM

To: Schollen, Tasha GCPE:EX; Robins, Shawn GCPE:EX

Cc: Boelens, Robert GCPE:EX

Subject: Wine month draft

Here's a draft, needs to be tidied up; is currently with AGRI ADM for review.

From: [Robins, Shawn GCPE:EX](#)
To: [Smith, George AG:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: Fwd: BC wine NR
Date: Tuesday, February 13, 2018 5:53:31 PM

Over to you George. Would AG like a quote in NR?
Sent from my iPhone

Begin forwarded message:

From: "McRae, Meghan GCPE:EX" <McRae.Meghan@gov.bc.ca>
Date: February 13, 2018 at 5:45:54 PM PST
To: "Robins, Shawn GCPE:EX" <Shawn.1.Robins@gov.bc.ca>, "Schollen, Tasha GCPE:EX" <Tasha.Schollen@gov.bc.ca>
Cc: "Boelens, Robert GCPE:EX" <Robert.Boelens@gov.bc.ca>
Subject: BC wine NR

Heads up that our MO wants to have an NR tomorrow that announces the proclamation for April's BC Wine Month.
It's not yet in the Corp cal, but I'll tag you as soon as it is. Will also share the draft with you in the AM for your review.
Let me know if you think your Minister will want a quote, Agri's Snr MA is asking at the MO level. Miles Prodan from BC Wine Institute wants to be quoted.

Sent from my iPhone

News You Can Use

For Immediate Release
[release number]
[Date]

Ministry of Agriculture

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BC Liquor Stores - <http://www.bcliquorstores.com/>

Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

From: [Milne, Gala AG:EX](#)
To: [Smith, George AG:EX](#); [Robins, Shawn GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: RE: BC wine NR
Date: Tuesday, February 13, 2018 5:59:35 PM

No quote. Thanks.

Gala

From: Smith, George AG:EX
Sent: Tuesday, February 13, 2018 5:56 PM
To: Robins, Shawn GCPE:EX; Milne, Gala AG:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: Re: BC wine NR
Gala can check with the AG

-George

On Feb 13, 2018, at 5:53 PM, Robins, Shawn GCPE:EX <Shawn.L.Robins@gov.bc.ca> wrote:

Over to you George. Would AG like a quote in NR?
Sent from my iPhone

Begin forwarded message:

From: "McRae, Meghan GCPE:EX" <Meghan.McRae@gov.bc.ca>
Date: February 13, 2018 at 5:45:54 PM PST
To: "Robins, Shawn GCPE:EX" <Shawn.L.Robins@gov.bc.ca>, "Schollen, Tasha GCPE:EX" <Tasha.Schollen@gov.bc.ca>
Cc: "Boelens, Robert GCPE:EX" <Robert.Boelens@gov.bc.ca>
Subject: BC wine NR

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Sent from my iPhone

From: [Nelson, Tiffany GCPE:EX](#)
To: [Schollen, Tasha GCPE:EX](#); [McRae, Meghan GCPE:EX](#); [Robins, Shawn GCPE:EX](#)
Cc: [Togneri, Cassandra GCPE:EX](#); [Perzoff, Lara GCPE:EX](#); [Boelens, Robert GCPE:EX](#)
Subject: RE: HQ Edits to April Wine Month NR
Date: Wednesday, February 14, 2018 1:25:20 PM

It's with LCLB and LDB now for urgent review.

Thanks,

Tiffany

250 858-4680

From: Schollen, Tasha GCPE:EX
Sent: Wednesday, February 14, 2018 1:11 PM
To: McRae, Meghan GCPE:EX ; Robins, Shawn GCPE:EX ; Nelson, Tiffany GCPE:EX
Cc: Togneri, Cassandra GCPE:EX ; Perzoff, Lara GCPE:EX ; Boelens, Robert GCPE:EX
Subject: RE: HQ Edits to April Wine Month NR
Will do.

From: McRae, Meghan GCPE:EX
Sent: Wednesday, February 14, 2018 1:08 PM
To: Schollen, Tasha GCPE:EX; Robins, Shawn GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Togneri, Cassandra GCPE:EX; Perzoff, Lara GCPE:EX; Boelens, Robert GCPE:EX
Subject: HQ Edits to April Wine Month NR

Hi all,

DM Lloyd has now weighed in on the NR, and had requested further changes. Can you please send this back through your program areas & LDB to ensure it's still fine from their POV?

It's teed up for 3:00 PM release today, so need to get it to editors within the hour. I'm hoping this is the last version I have to send you.

Meghan McRae

Communications Director,

Ministry of Agriculture

Government Communications and Public Engagement

P:250-952-0622

From: [Zanocco, Viviana LDB:EX](#)
To: [Togneri, Cassandra GCPE:EX](#); [Nelson, Tiffany GCPE:EX](#)
Cc: [Tam, Dixon LDB:EX](#); [Bilney, Kate LDB:EX](#); [Turner, Caeli LDB:EX](#)
Subject: RE: URGENT WINE MONTH
Date: Wednesday, February 14, 2018 12:45:27 PM
Attachments: [image001.gif](#)
[image002.gif](#)

Hi Cassandra, Tiff:

As discussed, we were contacted last week by a number of media outlets, asking about the impact of Alberta's ban on sales of BC wine (retail/wholesale), and whether the outpouring of support for BC wineries and the industry had made a mark. We had committed to pulling a week's worth of numbers and getting back to them, which we'll do after today's news release goes out and link to the NR. There are only five queries total.

Instead of comparing the week of the 'ban announcement' to the previous week, we wanted to compare with the same time period in 2017, in an attempt to compare apples to apples. The highlights:

- From Tuesday, February 6, 2018 to Monday, February 12, 2018, 278,977 litres of BC wine was sold in BC Liquor Stores. This compares to 286,504 litres of BC wine sold during the same period the previous year (Tuesday, February 7, 2017 to Monday, February 13, 2017).
 - This equates to a dollar value of \$3,461,122 sold throughout the 2018 period, compared to \$3,336,041 in 2017.
- Wholesale sales of BC wine during the same period were also down year to year, reflective of the fact that Canadian wines headlined last year's Vancouver International Wine Festival:
 - 510,488 litres and \$5,535,323 in sales in 2017; 303,748 litres and \$2,820,872 in sales in 2018

Not quite apples to apples so we are providing some context as to why ...

- While these figures do not reflect an uptick in sales since the Alberta Government's announcement that it would ban BC wine exports, it is important to note that there are a number of factors that influence sales data day-to-day, and week-to-week.
- This particular period may have been influenced by the BC Family Day statutory-holiday, which fell within the data period for 2018 but not 2017, as well as factors related to Valentine's Day, which falls shortly after the data period.
- Restaurants have continued to serve BC wine throughout this period, however LDB's data does not yet reflect a potential uptick in the consumption of BC wine in restaurants due to reporting timeframes.
- Wineries that sell direct to customers report their sales data on a weekly basis; however they may not have reported last week's figures before we accumulated records on February 13th (the day after the long weekend)
- BC Liquor Store employees have received positive support from customers, who have voiced their intentions to support the BC wine industry when shopping at our stores.

Thanks,
Viv

From: Turner, Caeli LDB:EX
Sent: Wednesday, February 14, 2018 12:38 PM
To: Togneri, Cassandra GCPE:EX; Nelson, Tiffany GCPE:EX
Cc: Zanocco, Viviana LDB:EX; Tam, Dixon LDB:EX; Bilney, Kate LDB:EX

Subject: RE: URGENT WINE MONTH

Hi Cass/Tiff – here are a few minor recommended changes from LDB. I've flagged this for Blain as well.

Please note the nuance around shelf space being offered vs. British Columbians seeing an increase. Wineries who sell through LDB channels have to pay mark-up (though there are some rebates for VQA wine sales), so most prefer to sell through private channels. If we offer them more shelf space, they may not necessarily take us up on it due to the fact that they can make more money per bottle selling to hospitality or the private stores.

Can you please confirm the timing for the NR with us, once you know it? I expect we may get some media calls.

Let me know if you have any questions. We'll leave to you to circulate back with Meghan.

Thanks,

Caeli

Caeli Turner

Director, Corporate Policy & Communications

BC Liquor Distribution Branch

2625 Rupert Street, Vancouver BC V5M 3T5

T: 604 252-3196 E: caeli.turner@bcldb.com



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From: Togneri, Cassandra GCPE:EX

Sent: Wednesday, February 14, 2018 11:25 AM

To: McRae, Meghan GCPE:EX

Cc: Nelson, Tiffany GCPE:EX; Turner, Caeli LDB:EX; Zanolco, Viviana LDB:EX

Subject: URGENT WINE MONTH

Hi Meghan – just checking that you haven't finalized the NR for wine month. LDB is reviewing and has some edits. Copied Caeli and Viv from LDB so everyone is in the loop.

Thanks,

Cassandra

Cassandra Togneri

Senior Public Affairs Officer

Ministry of Attorney General

Government Communications and Public Engagement

P: 250-953-3196 / C: 778-677-0870

From: [Turner, Caeli LDB:EX](#)
To: [Togneri, Cassandra GCPE:EX](#); [Zanocco, Viviana LDB:EX](#); [Vale, Elaine LCLB:EX](#); [Roberts, Michelle J GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#); [Tam, Dixon LDB:EX](#); [Bilney, Kate LDB:EX](#)
Subject: RE: URGENT: NYCU - April BC Wine Month v.4 (2)
Date: Wednesday, February 14, 2018 2:02:49 PM
Attachments: [NYCU - April BC Wine Month v.4 \(2\).docx](#)
[image001.gif](#)
[image002.gif](#)

This is fine on our end.

Caeli Turner

Director, Corporate Policy & Communications
BC Liquor Distribution Branch
2625 Rupert Street, Vancouver BC V5M 3T5
T: 604 252-3196 E: caeli.turner@bcldb.com



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From: Togneri, Cassandra GCPE:EX
Sent: Wednesday, February 14, 2018 1:46 PM
To: Turner, Caeli LDB:EX; Zanocco, Viviana LDB:EX; Vale, Elaine LCLB:EX; Roberts, Michelle J GCPE:EX
Cc: Nelson, Tiffany GCPE:EX
Subject: URGENT: NYCU - April BC Wine Month v.4 (2)
Importance: High

Hi All – just added some LDB edits that were missed. Please give us the oK as soon as you can. As of now, the NR is supposed to go out at 3pm.

THANK YOU!

Cass

News You Can Use

For Immediate Release
[release number]
[Date]

Ministry of Agriculture

Province supports local wine industry, proclaims April B.C. Wine Month

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Comment [TCG2]: “Craft” is not an industry term for wine



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Quick Facts:

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Learn More:

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Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

From: [Togneri, Cassandra GCPE:EX](#)
To: [Nelson, Tiffany GCPE:EX](#)
Subject: RE: URGENT: Response to BC Wine Ban
Date: Friday, February 9, 2018 9:54:41 AM
Attachments: [attachment 1.docx](#)

I can just come over and explain this if you don't feel like reading.

First of all – the proposed date is today, so you should confirm with Meghan (or I can call) to see if anything is going forward – it should not be as this involves our stakeholders.

This is suggesting to call either March or April “B.C. Wine Month” and rolling out supports for the industry during that month. Thus far the supports listed are creating the dedicated month, and renewing our commitment to the BCWI to move forward with implementation of the sub-appellation task group recommendations. It says it would do this in collaboration with BC Liquor Stores to promote B.C. wine during the month. The recommendations referred to are these:

<http://bcwinetaskgroup.ca/recommendations/> I think the government pieces include recs. 1, 2, 4, 5, and 9 (I'm not sure on all of these), but they would include working with the LCLB.

Besides that, I am not aware of any wine-related supports that the Province plans to roll out – land-based wineries don't pay mark up. **s.13**

s.13

GF2 funding in the potential risks section refers to Growing Forward 2 which is an AGRI FPT thing for developing the agri-food sector.

s.13

s.13,s.22

s.13

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: 778-677-0870

From: Nelson, Tiffany GCPE:EX
Sent: Friday, February 9, 2018 8:48 AM
To: Togneri, Cassandra GCPE:EX
Subject: FYI: URGENT: Response to BC Wine Ban
Tiffany

250 858-4680

From: McRae, Meghan GCPE:EX

Sent: Friday, February 9, 2018 8:20 AM

To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>

Cc: Robins, Shawn GCPE:EX <Shawn.1.Robins@gov.bc.ca>; Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca>

Subject: Re: URGENT: Response to BC Wine Ban

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Contact:

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Ph. 250-356-7098

From: [Togneri, Cassandra GCPE:EX](#)
To: [Nelson, Tiffany GCPE:EX](#)
Subject: RE: Wine month draft
Date: Wednesday, February 14, 2018 8:58:37 AM

On it

Cassandra Togneri
Senior Public Affairs Officer
Ministry of Attorney General
Government Communications and Public Engagement
P: 250-953-3196 / C: 778-677-0870

-----Original Message-----

From: Nelson, Tiffany GCPE:EX
Sent: Wednesday, February 14, 2018 8:57 AM
To: Togneri, Cassandra GCPE:EX
Subject: FW: Wine month draft
Importance: High

Hi - can you review and confirm the stats are accurate? I pulled from yesterday's interprovincial trade IN.

Thanks,

Tiffany
250 858-4680

-----Original Message-----

From: Robins, Shawn GCPE:EX
Sent: Wednesday, February 14, 2018 8:27 AM
To: Nelson, Tiffany GCPE:EX <Tiffany.Nelson@gov.bc.ca>
Subject: FW: Wine month draft

-----Original Message-----

From: McRae, Meghan GCPE:EX
Sent: Wednesday, February 14, 2018 6:18 AM
To: Schollen, Tasha GCPE:EX; Robins, Shawn GCPE:EX
Cc: Boelens, Robert GCPE:EX
Subject: Wine month draft

Here's a draft, needs to be tidied up; is currently with AGRI ADM for review.

From: [Togneri, Cassandra GCPE:EX](#)
To: [McRae, Meghan GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#); [Turner, Caeli LDB:EX](#); [Zanocco, Viviana LDB:EX](#)
Subject: URGENT WINE MONTH
Date: Wednesday, February 14, 2018 11:24:54 AM

Hi Meghan – just checking that you haven't finalized the NR for wine month. LDB is reviewing and has some edits. Copied Caeli and Viv from LDB so everyone is in the loop.

Thanks,

Cassandra

Cassandra Togneri

Senior Public Affairs Officer

Ministry of Attorney General

Government Communications and Public Engagement

P: 250-953-3196 / C: 778-677-0870

From: [Togneri, Cassandra GCPE:EX](#)
To: [Turner, Caeli LDB:EX](#); [Zanocco, Viviana LDB:EX](#); [Vale, Elaine LCLB:EX](#); [Roberts, Michelle J GCPE:EX](#)
Cc: [Nelson, Tiffany GCPE:EX](#)
Subject: URGENT: NYCU - April BC Wine Month v.4 (2)
Date: Wednesday, February 14, 2018 1:45:40 PM
Attachments: [NYCU - April BC Wine Month v.4 \(2\).docx](#)
Importance: High

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Page 46 to/à Page 47

Withheld pursuant to/removed as

s.12;s.13

Page 48 to/à Page 49

Withheld pursuant to/removed as

s.13;s.17

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With B.C. Wine Month being proclaimed in April, British Columbians can expect to see an increase in B.C. wines in their local BC Liquor Store, including craft wines from small and medium producers that are not typically available outside of the wineries. BC Liquor Store patrons will be made aware of the promotion through an increase in store-front displays and a greater variety of in-store tastings of B.C. wines.

The Ministry of Agriculture will also be working with the BC Wine Institute to open up new markets for B.C. wines within Canada and globally.

"Miles Prodan quote"

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