

OUR TERROIR IS FILLED WITH HISTORY AND INNOVATION

VITICULTURE IN THE CENTRAL OKANAGAN IS MOVING TOWARDS A NEW SEASON.

While firmly established as Western Canada's top winery destination and providing close to \$3 billion in its annual provincial economic impact, many of our vineyards are changing their processes to ensure long-term sustainability for the Valley.

With an ever-changing panorama, the Valley stretches over 250kms, across sub-regions, each with



distinct soil and climate conditions suited to growing a range of varietals from sun-ripened reds to lively-fresh and often-crisp whites.

Being mindful of the effects of climate change, both established and new wineries are moving toward organic farming and winemaking. Limiting the use of pesticides and capitalizing on the natural ecosystem on each farm, our wineries are closing the loop to preserve and protect the region.

Along with production, wine tourism is becoming increasingly popular, with many wineries offering

exceptional dining opportunities in their on-site restaurants, generating over \$476 million in tourism-related economic impact, regionally.

The results of this work? The wines just keep getting better and better.

\$2.8B

**IN ANNUAL ECONOMIC
IMPACT FOR BC'S WINE
INDUSTRY, EMPLOYING
12,000+ PEOPLE**

182+

**LICENSED WINERIES
IN THE OKANAGAN**

\$9.7M

**OF BC'S WINE EXPORTS
TO 17 INTERNATIONAL
MARKETS IN 2016**

SUCCESS IN THE CENTRAL OKANAGAN



When CedarCreek started the process of becoming organic, 4% of the Okanagan's wineries were organic. Now, it's close to 18%. CedarCreek is also partnering with Regeneration Canada, a national movement with a focus on regenerative land management, to see how they can further care for the ecosystem in which they farm.

The change to organic is in sync with their holistic philosophy of cultivating the natural ecosystem of



the 50-plus acres on which CedarCreek resides. The winery doesn't use anything that wouldn't be found outside the natural area and relies on animals and plants to naturally combat disease and pests.

Combining all of that with their extensive composting program, they're leaving nothing to waste.



Indigenous World Winery is the brainchild of Robert and Bernice Louie, descendants of the Syilx first peoples who have lived in the Okanagan for generations. Back in 2011, the couple secured 2.5 acres to start a vineyard and joined forces with winemaker Jason Parkes to make wines that could compete at a world level.

Located across Okanagan Lake in West Kelowna, making it an ideal spot for meetings and events,

the winery is sited on land belonging to Westbank First Nation.

Since then, the gold and silver medals have kept on coming, with their 2014 Simo receiving Double Gold at the 2019 All Canadian Wine Championships, beating out 1,378 other entries. In addition, their wines have earned gold at many international competitions in the United States and across Europe.



BC's oldest and Canada's most internationally-awarded distillery, Okanagan Spirits is a fourth-generation family business. It was also the first farm-to-flask distillery in Western Canada since the days of prohibition.

The distillery handcrafts terroir-driven spirits entirely from 100% local grains and fruits that present the true flavours and aromas of the Okanagan Valley. Across their products, Okanagan Spirits is truly farm-to-flask.

The distillery is also committed to reducing their impact on the environment. After mashing, all edible materials go back to feed local livestock. The distillery even uses distilling by-products to power all of their vehicles to cut down on emissions.

Read the full stories of how these, and more companies are raising the bar (and a glass or two) at OK-GO.CA

INDUSTRY PLAYERS

Mark Anthony Group
markanthonywineandspirits.ca

Quails Gate Vineyard Estate Winery
quailsgate.com

Indigenous World Winery
indigenousworldwinery.com

Jason Parkes Customs
jpcfanclub.com

Frind Estate Winery
frindwinery.com

Wine Growers British Columbia
winebc.com/industry

Andrew Peller Limited
andrewpeller.com

50th Parallel Estate Winery
50thparallel.com

Off the Grid Winery
offthegridorganicwinery.com

Gray Monk Estate Winery
graymonk.com

ARE YOU READY FOR A CHANGE OF SCENE?

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QUESTIONS?
OK-GO.CA