

BRITISH COLUMBIA WINE AUTHORITY

888 Westminster Avenue West, Penticton, BC Canada V2A 8S2
Telephone: 250-49-BCVQA (22872) Toll Free: 1-877-499-2872 Fax: 250-492-2992



Wine Industry Bulletin #2011 – October 3rd, 2011

Further Use of VQA Medallion Now Prohibited

As most Members will be aware, for some time now the BC Wine Authority, the Province of British Columbia and the Canadian Vintners Association (acting on behalf of VQA Canada) have been involved in the negotiation of an agreement intended to resolve some outstanding “interface” issues relating to the coexistence and ongoing operations of the Ontario VQA program, administered by VQA Ontario, and the British Columbia BC VQA program, administered by the BCWA. An agreement has now been concluded among the parties. This agreement allows the BCWA to fully meet the regulatory requirements of the *Wines of Marked Quality Regulation* and properly administer the “BC VQA” appellation, while not affecting any rights that may be held by VQA Canada.

In particular, the agreement prohibits any use of the VQA Medallion and the terms “VQA” or “Vintner Quality Alliance” on any British Columbia wines. Likewise, “BC VQA” or British Columbia Vintners Quality Alliance” are not permitted to be used on any Ontario wine. As a result, going forward BCWA Members are no longer permitted to use the VQA Medallion or any substantially similar derivation thereof on any BC VQA wine. In addition, the Medallion stickers previously supplied by the Authority to Members on request will no longer be available.

The Authority is in the process of procuring replacement BC VQA stickers which, for an interim period, will utilize the current BCWA “wine glass” logo. Those stickers will be made available for sale to Members upon request. Graphics for the “wine glass” logo are also available for Members wishing to utilize it directly on their labels. The Authority is also in the process of developing a more enduring certification mark in replacement of the current BC VQA “wine glass”, but expect it will take some time before that mark is developed, reviewed and ready for industry usage. The BC VQA “wine glass” logo can be used by Members during this interim period, but its use will not be required.

Please contact either Steve Berney or Lorrie Zander if you have any questions or require advice concerning your labels, or the labels of others.

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BCWA – Who We Are

Board of Directors:

Jeffrey Thomas (Chair) Laura Thurnheer Hugh Gordon

Wine Industry Advisory Committee (WIAC):

Okanagan & Similkameen Valleys:

Jeff Martin, La Frenz Winery
250 – 492-6690

Mid-Sized Wineries (250 to 1,250 tons):

Tyler Galts, Quails' Gate Estate Winery
250 – 769-4451

Vancouver Island & BC Gulf Islands:

Andy Johnston, Averill Creek Vineyard
250 – 709-9986

Large Wineries (over 1,250 tons):

Derek Kontkanen, Jackson Triggs (Vincor)
250 – 498-4981 x144

Fraser Valley & Other Regions

Eugene Kwan, Domaine de Chaberton Winery
604 – 631-1386

BC Wine Authority Staff:

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Regular office hours are: Monday to Thursday, 8:30 am to 4:00 pm and Friday, 8:30 am to Noon.