***BC Wine Industry Indicates Maturity in 2014 Acreage Report***

*Vineyards Focus on Quality of Production Rather than Expansion*

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BRITISH COLUMBIA — The 2014 Wine Grape Acreage Report has just been released and it shows signs of maturity for British Columbia’s burgeoning wine industry. After years of major growth in vineyard acreage throughout the province, this survey’s statistics have relatively stabilized, indicating that wineries and vineyard owners have made the decision to devote their resources to increasing the quality of wine that they are producing, rather than simply expanding their vineyard acreage to cover more land.

BC currently boasts a total plantation of 10,260 acres of wine grapes, up a modest 4.1 per cent from 2011’s report. The previous report had shown a growth of 8.7 per cent over 2008, and double-digit growth in the preceding six years. The number of vineyards has grown to 929 in 2014, up 65 vineyards in the past three years. 67.2 per cent of the acreage is winery-owned or leased. The number of grape wineries in the province has also increased to its present count of 254 (up 21 per cent from 210 in 2011).

“Harvest tonnage continues to still increase in some of BC’s earlier-established vineyards, due to the maturation of vines re-planted three to four years ago after hard frosts in 2008 and 2009. These plants are finally able to produce the normal quantities of fruit” says Manfred Freese, President BC Grapegrowers’ Association.

Top wine grapes planted in 2014 show only slight variance from the previous report, with Pinot Noir replacing Chardonnay as the third most planted variety and Cabernet Franc overtaking Syrah as the seventh most planted red grape at 546 acres. In order of acreage, 2014’s top 10 most planted wine varieties are as follows:

1. Merlot (1,563 acres)
2. Pinot Gris (1,114.25 acres)
3. Pinot Noir (1,073.11 acres)
4. Chardonnay (993.8 acres)
5. Cabernet Sauvignon (755.82 acres)
6. Gewürztraminer (734.96 acres)
7. Cabernet Franc (546.13 acres)
8. Syrah (530.04 acres)
9. Riesling (510.99 acres)
10. Sauvignon Blanc (393.87 acres)

“The 2014 acreage report is testament to the British Columbia wine industry’s commitment to producing quality wines rather than to increasing volume of wine,” says Miles Prodan, President & CEO, BC Wine Institute. “This focus on the continual improvement in the quality of the *Wines of British Columbia* can be measured in the record level of BC VQA market share here in BC and the overwhelming recognition in international competitions. Overall, this evidence demonstrates a definite maturity of our local industry and its evolution as a global wine producing region.”

The report in full can be viewed online at
[www.winebc.org/files/Information/Acreage Reports/2014BCGrapeAcreageReport.pdf](http://www.winebc.org/files/Information/Acreage%20Reports/2014BCGrapeAcreageReport.pdf)

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**About the British Columbia Wine Institute (BCWI)**

Since 1990, the BCWI has played a pivotal role in taking BC’s wine industry from a vision to an internationally recognized niche region producing premium wines and providing quality wine tourism experiences.

Representing 134 member wineries throughout the province, the BCWI supports and markets the *Wines of British Columbia* (BC VQA), which gives consumers assurance they are buying a wine that is from 100 per cent BC grapes. BCWI membership represents 95 per cent of total grape wine sales and 94 per cent of total BC VQA wine sales in British Columbia. The BCWI also markets the wine regions of BC; delivers quality trade, media and consumer tastings; and acts as the voice of BC’s wine industry by advocating to government on behalf of its members.

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