

Savour the Naramata Bench



NARAMATA BENCH WINES

Crafted by artisans, in Canada's most charming wine community

IT'S ABSOLUTELY MAGICAL

High above Okanagan Lake, along a slowly winding country road, vineyards dot the landscape. Flowers bloom amongst the vines. Sheep, chickens and children roam. Winemakers perfect their craft: growing, collaborating, experimenting. Bottles are filled, tables are laid, guests are welcomed. Stories are shared. Take your time - enjoy it together.

TELL THE NARAMATA BENCH STORY

- In marketing and in the tasting room, focus on communicating the charm of the Naramata Bench, the craft and artisanship making your wines, and your winery and people's participating in our magical wine region's community.
- Use the Naramata Bench Terroir Guide resources like regional descriptions, terroir information and maps as tools in your own consumer communications and trade/media interactions and sales processes.
- Support the association's regional premiumisation strategy by hosting visiting media and photographers, and participating in trade tastings and events.
- Submit your wines to the Best of the Naramata Bench competition. The collection of winning wines, curated by Siobhan Turner, MW, will be sent to national and international media.
- Focus on continual wine quality improvement, by collaborating with other Naramata Bench producers and organizing/attending educational opportunities.



CHARM

Relates to the beauty and rural agricultural nature of the bench, the rolling hills of small lot vineyards, the quiet quaint village where people walk down the middle of the street, the laidback, welcoming nature of the residents, and the magic of peacocks.

Belonging



CRAFT

Relates to the appreciation of artisanship, the thriving markets and roadside stands, regenerative approaches to farming, experimentation and continual improvement of wine, local producers of beverages, food, linen, lavender, and many other fine goods.

Richness



COMMUNITY

Relates to the laid-back pace of life, the warm welcome to visitors from all walks of life, potluck and long table dinners, countless hours of volunteering, the pride of the gardens and homes on the bench, and the spirit that binds neighbours together.

Warmth