

# 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

- Contact the Naramata Bench Trade and Media Coordinator to arrange a buying trip to the Naramata Bench, including producer visits, and trade tastings.
- Use elements of the Naramata Bench brand guide for menu wording and retail marketing the wines of the Naramata Bench.
- Consult the Naramata Bench Terroir Guide resources to train staff about the physical terroir of our magical wine region, including soil profiles, aspect, elevation, precipitation, and sunshine hours.
- Tag @naramatawines so we can share your retail and restaurant marketing. Access the four season photo bank on our website - all the professionally taken photos and videos are free for use by trade, and include descriptions and photographer/videographer credits.
- For technical information about Naramata Bench wines, consult the Wines of BC Explorer site, the Global Wine Database or the producer directly.



### 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*