

NARAMATA BENCH WINES

Branding Strategy & Guide



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TERROIR CONSULTING

WINE RESEARCH & DEVELOPMENT IN KELOWNA, BC

Naramata Bench Wines



BRAND NAME

Naramata Bench Wines

The Naramata Bench Wineries Association is a non-profit registered as a membership-based association in British Columbia. As an organisation, the association goes by the Naramata Bench Wineries Association; as a working name the organisation has adopted Naramata Bench Wines.

SOCIAL CHANNELS & WEBSITE

Website NaramataBench.com
Instagram @naramatawines
Facebook @naramatawines

Naramata Bench Wineries Association

VISION

The Naramata Bench is globally recognized as Canada's most charming wine community, crafting consistently delicious wines.

MISSION

To promote the Naramata Bench regional brand to have the strongest premium brand awareness and value perception of all Canadian wine regions within British Columbia, Canada, and the global wine market; and

To support the Naramata Bench community to thrive over generations of vintages.

BRANDING GOALS

The following goals are branding-specific excerpts from the Naramata Bench Wineries Association Marketing Plan (Terroir Consulting, 2022.) The overall marketing strategy is intended to support the Naramata Bench Wineries Association towards the vision, over the next five years.

- To promote the Naramata Bench regional brand to have the strongest premium brand awareness and value perception of all Canadian wine regions, within British Columbia, Canada and the global wine market.
- To identify and articulate the regional brand, based on the Naramata Bench's vibrant community spirit and intentional way of life.
- To create memorable, on-brand experiences and education for media and trade.
- To support beverage producers to develop their products, experiences and marketing to compliment the regional brand.
- To provide consumer-focussed partners with branding assets, stories and connections to connect with tourists and consumers.

The following marketing goals are supported indirectly by the organisation's branding approach, by reflecting the organisation's values in action:

- To support the Naramata Bench community to thrive over generations of vintages.
- To support the sustainability of the Naramata Bench Wineries Association.
- To collaborate with community organisations to sustain the spirit of the Naramata Bench community.
- To encourage the rural agricultural character of the bench, a healthy environment, and inclusion of all people, through all work of the association.

A rustic dining table set for a meal. In the center is a large wooden charcuterie board with various cheeses, meats, and vegetables. To the left, a hand holds a glass of red wine. To the right, another hand holds a glass of red wine. In the foreground, a hand holds a glass of white wine. The table is covered with a burlap cloth and decorated with yellow flowers. A bottle of wine is visible in the background.

Brand Story



BRAND CONCEPT

Magical

The *Magical* brand concept builds on the unique, irreplicable qualities of the Naramata Bench physical and cultural terroir. Drinking Naramata Bench wine reminds us of the warm relaxed welcome of the residents, the shared appreciation for handmade food and products, artisan experimentation in the vineyards and cellars, the thriving community spirit, the potluck dinners and neighbourhood gardens, the picturesque rural nature of the bench, and the quaint village at the end of the road.

Note the *Magical* brand concept is not a slogan and will not likely be used literally in marketing - it is a foundational concept driving the expressions of the brand.

The community of Naramata's pledge as the first certified CittaSlow community outside of Italy is indicative of the entire Naramata Bench's commitment to the continuing charm of the region and the craft of quality wine. The brand attributes of Charming, Craft, and Community reflect the region's value of high quality local food and drink, general conviviality, cultural investment, and a healthy lifestyle. These attributes reflect the Naramata Bench's approach to the international slow wine movement, supporting family and small farms producing wine that has a sense of place, in a way that is healthy for people and the environment, and is of high artisan quality.

Magical positioning is intended to evoke feelings of belonging, richness and warmth, and convey the Naramata Bench as Canada's most charming wine community, crafting consistently delicious wines, and also an authentic approach to supporting the high quality of life, land and wine on the Naramata Bench.



NARRATIVE EXCERPT

Savour Naramata Bench wines: crafted by artisans, in Canada's most charming wine community.

SHORT NARRATIVE

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. Savour the Naramata Bench.

EXTENDED NARRATIVE

What is the Naramata Bench terroir?

Is it fine-textured layers of granite soil, ground by glaciers and settled into icy lakes, thousands of years ago?

Maybe you taste the windy benchlands, looking over the deep waters of Okanagan Lake - air dry in the rain shadow of the Coastal Mountains, ground fed by the Monashee Mountain streams. Is the temperature in the glass? Vineyards swing from freezing -20°C to baking +40°C each year. The growing season shares broiling days and cool nights. 250-300 hours of endless sunshine sparkle brilliantly each summer month.

Or perhaps, the wine reflects the people of this place - those that choose to live down a slow, winding road, or in the charming Naramata village at the end of it. They farm with bees, flowers, sheep, chickens - growing grapes so their children can play in the vines. Winemakers perfect their craft in collaboration with each other: Artisans share bottles, meals, patience and time with one another.

Can you taste it? Savour the Naramata Bench.

BRAND ATTRIBUTES & FEELINGS

The brand attributes, Charm, Craft, and Community, convey an irreplaceable sense of place based on the Naramata Bench's unique culture. Artisanship is very alive on the bench, with regional food and wine production prioritized and supported. A focus on regenerative, small scale farming practices supports the health of vineyards and the people who work and live amongst the vines. Strong demand for regionally crafted wines enables producers to intervene less in the winemaking process and experiment in the cellar. The collegiality between producers is reflective of the broader community approach of volunteerism, openness, and sharing. These commitments to the thoughtful cultivation of the Naramata Bench result in a charming, laid back atmosphere, with a slow pace of life, intimate spaces and beautiful vistas that enthrall neighbours, visitors and fans.

Whether enjoying a sunset long-table dinner overlooking Okanagan Lake, reaching for a bottle on a Naramata Bench retail shelf or discussing a wine off the list at a favourite restaurant, experiencing the wines of the Naramata Bench should evoke feelings of belonging, richness and warmth. These feelings further support association member, media, trade and consumer impressions of the Naramata Bench as Canada's most charming wine community, crafting consistently delicious wines.

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





BRAND VOICE

Relaxed

We are informal, yet thorough. We have long, unhurried conversations, focussed on building relationships as much as on finding answers.

- Keep it casual
- Vary punctuation
- Use an active voice
- Talk about we, and us as a community
- Never sound scripted or corporate

Engaged

We are inspired by wine and love talking about it as collaborators. We consider, deliberate and when in doubt, return to our values.

- Be descriptive and specific
- Go deep into the details
- Avoid jargon or scientific language
- Clearly state values and relevance to actions
- Link small choices to the big world around us

Charming

We are welcoming and warm, using captivating language that includes, enchants and engages.

- Tell stories, as you would to a friend
- Use inclusive, but simple language
- Avoid “othering” and exclusion
- Smile through your words
- It’s ok to be whimsical

LANGUAGE

USE	INSTEAD OF	DETAILS
Naramata Bench	Naramata	When referring to the wine region or the the region's wines
Naramata Bench Wineries	Naramata Wineries Penticton Wineries	When referring to the region's producers, as a group
Naramata Bench Wineries Association		When referring to the non-profit organization
Naramata Bench wine		Refers to wines made on the Naramata Bench with 95% grapes grown in the Naramata Bench subGI
Wine from a Naramata Bench winery	Naramata Bench wine	Refers to wines made by a winery on the Naramata Bench, but not with grapes from the Naramata Bench subGI

The following phrases have been adapted from Wine Growers BC's Brand Book to ensure consistency with the province's terminology.

USE	INSTEAD OF	DETAILS
Winemaker, winemaking	Wine maker, wine making	When referring to the wine region or the the region's wines
Grapegrower, grape growing	Grape grower, grape growing	When referring to the region's producers, as a group
Initial capitals for variety names, and accents ie: Schönberger, rosé		Variety names: as for proper nouns, with initial capitals. Ensure correct spelling and use of accents.
Variety	Varietal	Variety is used as a noun to indicate a type of grape. Varietal is only used as an adjective, ie: single varietal wine.
British Columbia, BC	B.C.	
Sub-Geographical Indication, Sub-GI, geographical indication	Sub GI, appellation	
In isolation, spell out one to nine (five kilometres); use numerals for 10 and up (15 kilometres). For two or more numbers referring to like items, use the same style for all (5, 10, or 15 km per day)	5 kilometres fifteen kilometres five, 10 or 15 kilometres per day	
Italics for name of any publication: Canadian Oxford Dictionary.		
References and in-text citations in APA format.		

Visual Identity



COLOUR PALETTE

				
				
<p>C: 80 M: 39 Y: 98 K: 44</p> <p>R: 45 G: 90 B: 44</p> <p>#2e5c2d</p>	<p>C: 85 M: 53 Y: 56 K: 36</p> <p>R: 34 G: 78 B: 81</p> <p>#234f52</p>	<p>C: 23 M: 42 Y: 98 K: 4</p> <p>R: 195 G: 46 B: 44</p> <p>#c3922c</p>	<p>C: 86 M: 62 Y: 98 K: 32</p> <p>R: 126 G: 84 B: 33</p> <p>#7e5421</p>	<p>C: 11 M: 43 Y: 28 K: 0</p> <p>R: 227 G: 161 B: 161</p> <p>#e5a1a1</p>

NARAMATA BENCH WINES LOGO

The Naramata Bench Wines logo is used on all public-facing materials. When in doubt about which logo to use, please contact NBWA Trade & Media Coordinator at media@naramatabench.com

Primary Logo

There are four primary logo versions to choose from. The decision is left to the discretion of the designer and should be based on legibility of size and against a particular background.



NARAMATA BENCH WINES

BLACK HORIZONTAL LOGO. Use this logo on white or light-coloured backgrounds and in spaces that are wider than tall.



NARAMATA BENCH WINES

WHITE HORIZONTAL LOGO. Use this logo on black or dark-coloured backgrounds and in spaces that are wider than tall.



NARAMATA
BENCH WINES

BLACK VERTICAL LOGO. Use this logo on white or light-coloured backgrounds and in spaces that are square or taller than wide.



NARAMATA
BENCH WINES

WHITE VERTICAL LOGO. Use this logo on black or dark-coloured backgrounds and in spaces that are square or taller than wide.

Alternate Logo

The alternate logo is used sparingly and is reserved for social media and website icons where space is extremely limited.



NARAMATA BENCH WINERIES ASSOCIATION LOGO

The Naramata Bench Wineries Association logo is used only for materials pertaining to the organisation itself. It should not be used for materials that are accessed by the general public. When in doubt about which logo to use, please contact NBWA Trade & Media Coordinator at media@naramatabench.com

Primary Logo

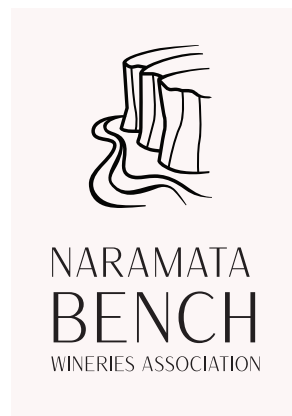
There are four primary logo versions to choose from. The decision is left to the discretion of the designer and should be based on legibility of size and against a particular background.



BLACK HORIZONTAL LOGO. Use this logo on white or light-coloured backgrounds and in spaces that are wider than tall.



WHITE HORIZONTAL LOGO. Use this logo on black or dark-coloured backgrounds and in spaces that are wider than tall.



BLACK VERTICAL LOGO. Use this logo on white or light-coloured backgrounds and in spaces that are square or taller than wide.



WHITE VERTICAL LOGO. Use this logo on black or dark-coloured backgrounds and in spaces that are square or taller than wide.

TYPOGRAPHY

The brand typefaces are Versailles, Arial, and Anantha Signature. They are used on all our core brand marketing materials (stationery, marketing, advertising and website). For materials created in office, there is an alternative for Versailles – Tahoma Regular – that may be used. No other typefaces, regardless of how similar they appear, may be used.

HEADLINES & SUBHEADS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Versaille is the typeface for headlines and subheads. It is only available in all caps. In office applications, substitute Tahoma Regular in all caps.

Subheads are implemented as a slightly smaller size than headlines.

BODY COPY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Arial is the typeface for body copy. It is used widely on the web and for all marketing applications.

HIGHLIGHTS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Highlights are created in Anantha Signature. This typeface is used sparingly and at the discretion of the designer, to highlight key words or messages in marketing materials.



PHOTOGRAPHY

TOPICS

Photography for the use of the Naramata Bench Winery Association members, media and trade should have a warm, rich welcoming vibe, evoking the sense of magic and specialness of the place, products and people.

The association's photo bank is strongly aligned with the brand attributes of Craft, Charming and Community.

CRAFT PHOTOGRAPHS

- Bottles being hand filled, hand labeled, and hand corked
- Winery workers packing boxes by hand and making personal deliveries to consumer doors
- Sheep, chicken and children in vineyards with cover crops
- People working on the vines and harvesting grapes, using hand tools
- Artisan winemaking using barrels, eggs and amphoras
- Foot treading grapes, basket presses in action
- Barrel sampling, winemakers discussing
- Library of aging bottles
- Riddling, tirage and dosage of traditional method wines



CHARMING PHOTOGRAPHS

- Intimate outdoor tastings with a green backdrop
- Bottles on shelves and in fridges with hand-written hand ties and signs
- Indoor tasting in a group with an engaged host
- Friends enjoying wine at a bar
- A group celebrating at a restaurant and interacting with a server



COMMUNITY PHOTOGRAPHS

- Intimate outdoor tastings with a green backdrop
- A group of friends enjoying a biking picnic
- Buckets of bottles in informal settings
- Walking down the Naramata main street holding bottles
- A couple SUPing with wine on a beach
- A long table dinner with toasts and people gathering
- Collections of bottles on tables
- Producers gathering and laughing together



PHOTOGRAPHY GUIDELINES

PEOPLE

- People may hold glasses and bottles of wine, but no photo should include a person actually drinking nor with a glass of wine touching their lips.
- Natural, relaxed facial expressions, not posing or looking directly in the camera.
- Each photo shoot should include at least one BIPOC person.
- Couple shots should include LGTBQ+ couples.
- Avoid shots of just young beautiful people - show people of all ages, with character. Children may be included in production shots or backgrounds, but not touching or being directly involved with the wine.
- People should be dressed casually in solid colours. No clothing brands shown, or jarring patterns. Avoid clothing that is overly formal, neon or too brightly coloured, or synthetic looking. When possible wear linen from the local linen shop. Jeans are fine but no tears.
- No heavy make-up or synthetic looking hair colour, no coloured nails. Tattoos are fine.
- People cycling should be wearing helmets.
- Seasonal workers should be included in harvest images.

PRODUCT

- One shot per scene should include a clear bottle label shot for a hosting producer, but most shots should turn the bottle or have the label out of focus so the picture is timeless beyond brand and vintage.
- Collections of multiple brands are encouraged.
- Avoid posed shots of bottles - naturally holding the bottles at an angle, not showing the label clearly is best.

PLACE

- Vineyard shots should show cover crops and grass but not inter-row tillage or chemical strips from herbicides.
- Avoid machinery and technology in vineyard and production videos - focus instead on people and processes associated with hand-crafted production, such as hand tools, barrels, etc.
- Avoid signs and branded items such as glasses when shooting at wineries.
- Tables should be laid with flowers, linen and folksy dinnerware.

Brand Positioning



CULTURAL & PHYSICAL TERROIR

Canada's most charming wine community, crafting consistently delicious wines in beautiful British Columbia.

In 2021, Terroir Consulting conducted extensive research into global wine region best practices, as well as an environmental analysis of the Naramata Bench as a wine region. The findings were summarized in the Naramata Bench Wineries Association Research Report and Strategic Recommendations document.

To support a robust and successful growth phase for the wine region, Terroir Consulting proposed to develop a region brand focussed on the specific cultural terroir of the Naramata Bench. To leverage premium assets that other wine regions cannot replicate, positioning includes the physical geography of the Naramata Bench, but focuses on the craft of slow winemaking and the region's sense of community.

DOMESTIC POSITIONING

As the region's physical terroir of soils and benches is not unique in British Columbia, it is important for the Naramata Bench Wineries Association to focus instead of the cultural terroir: the magical character of the place, the slow pace of life, the supportive community spirit, regenerative farming, and the artisan approach to winemaking.

To position the Naramata Bench as Canada's most premium wine region, the primary positioning focus is on the charming nature of the wine community, and the artisan approach. Hand-made wines with authentic stories are linked to premium positioning in the minds

of wine consumers. (Foodware360, 2021.) Craftsmanship and genuine stories based on provenance (Wine Australia, 2017) are the key premiumisation positioning tactics to be employed when contrasting the Naramata Bench with other British Columbia and Canadian wine regions.

INTERNATIONAL POSITIONING

Internationally, Canadian wine is not well known. When positioning the Naramata Bench internationally, it is important to combine the Naramata Bench's Magical brand, and Charming, Craft, Community brand attributes with the following:

- A "open, warm, and welcoming" voice and natural images.
This approach reflects the Canadian tourism brand, which a strong influence on international perception of Canada (Destination Canada, 2022)
- The "confident, stimulating, breathtaking, grounded" BC wine brand attributes (wines of British Columbia, nd). Consistency with the province's brand will ensure full marketing leverage and brand support in export markets.

When referring to the region in export markets and international settings, the wines should be described as "Canada's most charming wine community, crafting consistently delicious wines in beautiful British Columbia."

TAGLINE

Savour the Naramata Bench

Target Markets & Key Messages





CRAFT BEVERAGE PRODUCERS

KEY MESSAGE

Premiumisation

- The association's work raises the perception and price of all Naramata Bench wines.
- Membership benefits support premiumisation and sales value of my wines.
- I like belonging to a community of like-minded producers.

TARGET MARKET IDENTIFICATION

As a membership association, with primary revenues derived from membership fees and activities, it is key to realize that Naramata Bench beverage producers are a crucial target market for the association. In 2021, the association voted to include not only wineries, but other fruit wine producers including ciders, distilleries, and breweries in the membership. Members must produce their beverages on

the Naramata Bench. In February 2022, the association had twenty-eight member wineries, although there were approximately 44 craft beverage businesses that produce wine, cider, beer, and spirits in the region defined by the Naramata Bench sub-geographical indication (for wine.) Membership benefits for all association members are outlined in the 2022 NBWA Marketing Plan (Terroir Consulting).

Craft beverage producers should be targeted for membership and participation in the following proper of priority:

1. Existing members

As the association was in a position of attrition, it is important that internal communications and projects engage existing members, and show value for their membership fees.

2. Small wineries

Previously a cost barrier prevented small and garage wineries from becoming a member of the Naramata Bench Wineries Association, as all members were charged the same fees, regardless of production. In December 2021, the membership voted to create a case size fee structure, with lower membership fees for small and garage wineries.

3. Non-member wineries

Membership expansion should target wineries that are not currently members, as they have recently opened, or have let their memberships lapse.

4. Craft ciders, distilleries, and breweries

Although the primary focus of brand building is as a wine region, the brand attribute of craft provides opportunity for other craft beverage producers to be included in the overall brand approach, and to reap many of the same consumer marketing, media exposure, producer marketing, communications and organizational membership benefits as the winery members.



MEDIA

KEY MESSAGE

Charm

- The Naramata Bench is a magical place, with small artisan producers and a slow, community-focussed way of life. It's a secret worth discovering.
- Craft producers are a tight community, working together to innovate and experiment, creating a collection of Canada's most premium wines.
- Overlooking Okanagan Lake, the Naramata Bench is breathtakingly beautiful, with a winding country road ending at a dreamy little village.

TARGET MARKET IDENTIFICATION

As the goal is to position the Naramata Bench as Canada's most premium wine region, it's important to use a premiumisation media strategy using influence and alignment. There are two target markets for media coverage.

1. National and International Wine Industry Opinion Leaders

To position the Naramata Bench as Canada's most charming wine community, crafting consistently delicious wines, it's important to have third party validation from wine professionals with a national, or ideally, global

reach. These professionals will compare the wines against international examples, and will also be interested in a new premium wine region. These writers are interested in novelty, a charming story, technical terrier information, and a depth of products to explore. The target for Naramata Bench wines should be respected media professionals with broad reach in their home country, whose work appears in traditional wine publications (such as Wine Enthusiast, JancisRobinson.com, Decanter, Wine Spectator) as well as natural and innovative wine publications (Noble Rot, Pipette, Punch, Quench.) Wine-focussed social media influencers are not a recommended market, as they are continually showing new wines and do not have lasting impact.

As few of the Naramata Bench wine producers currently export their products out of the province, and fewer still outside Canada, it is important to tell a story that does not rely on a sensory appreciation of the wines to cover the region. In the same vein, getting the top Naramata Bench wines into the hands of opinion leaders is key. For further details, consult the 2022 NBWA Marketing Plan (Terroir Consulting).

2. Complementary Media Writers and Influencers

Writers and influencers that focus on deep exploration, and have a strong following interested in meaningful travel, gastronomy and slow food, sustainable living, cycling and health, and crafted goods are optimal targets for brand-aligned media coverage. Writers and Influencers can have provincial, national or international audiences, but they should have significant impact in either British Columbia, other Canadian provinces, or the United Kingdom, Denmark, Norway, Seattle, or New York, Hong Kong, Singapore, Taiwan or South Korea, as these are the markets identified by Wine Growers BC for export activity.

When choosing writers, it is important that their publications are well respected and have deep reach and influence (such as Condé Nast Traveler, National Geographic Traveler, Air Canada EnRoute, permaculture, bonapétit, Food & Wine, Out, Country Living, Vanity Fair, Men's Health, Oprah, Outdoor Photographer).

When choosing influencers, ensure that their Instagram reach is more than 25k, and they will commit to a specific series of posts and experiences with time on the Naramata Bench. membership benefits as the winery members.



CRAFT BEVERAGE PRODUCERS

KEY MESSAGE

Craft

- The wines of the Naramata Bench are made by hand, with thought, craft and time.
- The bench's craft-focussed culture is the dominant terroir influence on the wine; this artisan approach is key to expressing the bright days, cool nights and silty soils of the beautiful Naramata Bench.
- Nowhere else in Canada is there such a collection of artisan producers, collaborating together to innovate and experiment, creating a collection of Canada's most premium wines.

TARGET MARKET IDENTIFICATION

The target markets for the wine trade prioritize strategic placement.

1. Bottle shops and private retailers

Targeting bottle shops and retailers that are committed to quality wine selections, both domestic and international, is key. Retailers should have a history of committing shelf space for regional selections, so that a Naramata Bench section can be filled or formed. Buyers for these shops want to see similar SKUs within a tight price range, so depleted allocations can be filled on the same shelf with more regional wine selections.

Private retailers and bottle shops in British Columbia, Alberta, Saskatchewan, and Manitoba should be top priorities.

Secondarily, flagship retailers in New York, London and Singapore known for their breadth of wine offerings may be pursued, but only with commitment from at least four Naramata Bench producers to allocate wines to these stores.

2. Canadian metropolitan restaurants

Head sommeliers and wine directors from high end, flagship restaurants in Vancouver, Calgary, Edmonton, Regina and Winnipeg are the top priority for trade education and engagement. Strongly aligned establishments include premium restaurants, farm-to-table restaurants, and wine bars. These purchasers are interested in being able to tell personal, engaged stories, and to provide novelty and value on their wine lists.

Brand Implementation

The overall brand implementation strategy was detailed in the 2022 NBWA Marketing Plan.

The following sheets are supplemental implementation guides for wine producers, media, social media and trade, who all play a role in implementing the brand strategy.



Merlot

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

Savour the Naramata Bench



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TELL THE NARAMATA BENCH STORY

- Contact the Naramata Bench Trade and Media Coordinator to arrange for producer visits, and to arrange for samples to be sent for tasting and review.
- Consult the Naramata Bench Terroir Guide resources to learn more about the physical terroir of our magical wine region, including soil profiles, aspect, elevation, precipitation, and sunshine hours.
- Access the four season photo bank on our website - all the professionally taken photos and videos are free for use by the media, and include descriptions and photographer/videographer credits.
- Apply on our website to receive the annual Best of the Naramata Bench case, a 12 bottle tasting case curated by Siobhan Turner, MW.
- For technical information about Naramata Bench wines, consult the Wines of BC Explorer site, the Global Wine Database or the producer directly.



CHARM

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Belonging



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Richness



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Warmth

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TELL THE NARAMATA BENCH STORY

- Focus on communicating the charm of the Naramata Bench, the craft and artisanship of our wines, and the people that make our wine community absolutely magical.
- Tag @naramatawines so we can share your communications. Access the four season photo bank on our website - all the professionally taken photos and videos are free for use by the media, and include descriptions and photographer/videographer credits.
- Contact the Naramata Bench Trade and Media Coordinator to arrange for Naramata Bench producer visits, and to be considered for samples to be sent for tasting and review.
- Consult the Naramata Bench Terroir Guide resources to learn more about the physical terroir of our magical wine region, including soil profiles, aspect, elevation, precipitation, and sunshine hours.
- 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

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.



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WINE RESEARCH & DEVELOPMENT IN KELOWNA, BC

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