BRITISH COLUMBIA | LIQUOR DISTRIBUTION BRANCH

September 22, 2025

To: B.C. grape wineries that qualified for the 2024 vintage replacement supports

From: Blain Lawson, General Manager and CEO

Re: Extension of 2024 vintage replacement supports to include the 2025 vintage

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In recent months the BC Liquor Distribution Branch (LDB) has been working with the BC Ministry of Agriculture and Food and wine industry stakeholders to evaluate the effectiveness of the 2024 vintage replacement supports, as well as the state of the 2025 wine grape crop.

As a result of this work, government has directed the LDB to extend the 2024 vintage replacement to include the 2025 vintage. Government has made clear that this is a one time only extension: further extensions of these supports will not be considered.

This extension allows wineries that were impacted by the 2024 freeze event and qualified for the 2024 vintage replacement to purchase authorized non-B.C. inputs for the production of 2025 vintage replacement wines. Participating wineries are expected to prioritize the purchase of locally grown grapes and production of BC VQA and 100 per cent B.C. wines over sourcing out-of-province inputs for replacement wines.

The supports are equivalent to the existing mark-up concessions and rebates provided to B.C. commercial and land-based wineries for BC VQA and 100 per cent B.C. wines.

The extension of the 2024 vintage replacement to include the 2025 vintage reflects the province's commitment to protecting jobs, retaining highly skilled workers and providing continued support to impacted wineries.

The LDB directives governing the 2025 vintage replacement are very similar to those that applied to the 2024 vintage replacement.

<u>Timeline:</u>

- Any non-B.C. inputs related to the 2025 vintage must be purchased by March 31, 2026.
- The supports for 2025 vintage replacement wines will take effect on April 1, 2026 and will end March 31, 2029.

<u>Eligibility and parameters:</u>

- The extension of supports applies only to B.C. wineries that were impacted by the 2024 freeze event and qualified for the 2024 vintage replacement.

- Participating wineries are subject to the same annual support caps assigned to them as part of the establishment of the 2024 vintage replacement.
- The support caps apply to all sales of 2024 and 2025 vintage replacement wines as well as BC VQA and 100 per cent B.C. wines.
- Wineries that complete their sales of 2025 vintage replacement wines before the support period concludes have the option to opt-out of supports in the remaining fiscal years and will not be subject to an ongoing annual cap.

Product labelling:

- Enhanced labelling guidelines will be introduced in the coming weeks for 2025 vintage replacement wines to help maintain consumer trust in B.C. wines and protect the BC VQA brand and reputation.

Authorized inputs:

- Authorized inputs for the 2025 vintage replacement are:
    - fully derived from the 2025 harvest, with no origin restrictions on inputs;
    - purchased on or before March 31, 2026; and
    - in one of the following states when coming into the possession or control of the commercial winery:
        - grapes;
        - grape juice (which, for red wines, includes must);
        - unfinished white wine after first fermentation; or
        - unfinished red wine after second (i.e. malolactic) fermentation.
- Participating wineries will be required to maintain records of their replacement wine inputs (e.g., contracts and/or invoices with grape growers) which could be subject to audit by the LDB's regulatory team; records regarding the importation of unfinished wine will need to explicitly indicate the state of fermentation and the date of purchase.

Land-based wineries:

- As part of its commitment to the 2025 vintage replacement, the LDB will also be extending temporary policy changes which will allow land-based wineries to maintain their classification while producing a replacement 2025 vintage.

Next steps

The LDB will communicate with wineries in the coming weeks to provide additional details, including labelling requirements, for 2025 vintage replacement wines.

If you have any questions, please send them to 2024vintagereplacement@bcldb.com.

The LDB remains committed to collaborating with our government and industry partners to support B.C. wineries on their path to recovery and ensure a sustainable and vibrant wine industry in our province.

Regards,

R. Blain Lawson
General Manager and Chief Executive Officer, Executive Group - General Manager & CEO
BC Liquor Distribution Branch