



The U.S. Connection

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B.C. wine in the U.S.

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To everything, a season

"After graduation, I combed the world searching for the ideal location to grow grapes," recalls Combret. "Finally, I found the perfect spot in B.C.'s Okanagan Valley, minutes from the U.S. border — and a huge potential market."

It took a year for Combret to design and build Domaine Combret Estate Winery (www.combretwine.com) and in 1994, the 6-employee winery took top honours for its 1993 Riesling at a competition in Bordeaux, France. And each year thereafter, the Estate has won awards at France's prestigious "Chardonnay of the World".

"It's sort of the 'World Cup' of wine," jokes Combret. "I like to think our success there has contributed to Canada's international reputation as a producer of fine wine."

A "Taste of Canada"

While his Estate was producing ultra-premium wine, Combret was patiently exploring the market south of the border with the help of Doug McCracken,

a Business Development Officer at the Canadian Consulate General in Seattle.

"I thought the wine lovers at the Enological Society of the Pacific Northwest could help us out," explains McCracken. "I was sure it wouldn't take too much tasting to convert them into evangelists for B.C. wine!" So, on behalf of Agriculture and Agri-Food Canada and the Canadian Consulate General in Seattle, he sent out invitations to B.C. wineries to join a "Taste of Canada," part of the Society's January 9 program highlighting Canadian wines.

Everything worked out just as McCracken had planned. Wine from Domaine Combret Estate Winery, Gehringer Brothers Estate Winery, Gray Monk Estate Winery, Hester Creek Estate Winery, Mission Hill Family Estate, Saturna Island Winery, Summerhill Estate Winery, and Tinhorn Creek Vineyards was the toast of the evening for the sell-out crowd of over 250 wine lovers.

"We'll definitely host something like Taste of Canada again," says McCracken, *Continued on page 9 — B.C. wine*

International wine agreement

On December 18, 2001, Canadian wine producers moved one step closer to having their wine on even more tables in Australia, Chile, New Zealand and the United States, following the signing in Toronto of the **Mutual Acceptance Agreement of Oenological Practices** by Canada's Minister of Agriculture and Agri-Food, Lyle Vanclief.

The agreement signed between these countries, collectively known as the New World Wine Producers (NWWP), will facilitate the international trade in wine through the mutual acceptance of each country's wine-making regulations.

"Canadian wine producers have worked very hard over the past decade to build an international reputation, which has put Canada on the map as a quality wine-producing nation," said Vanclief.

Both Minister Vanclief and International Trade Minister Pierre Pettigrew expressed hope that the agreement will soon be adopted by all wine-producing and importing countries.

For more information, contact Julie McGihon, Agriculture and Agri-Food Canada, tel.: (613) 759-1763, e-mail: mcgihonj@em.agr.ca *
(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection!")

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Canada's export contracting specialists

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- as a prime contractor, we sign contracts on behalf of Canadian suppliers, guaranteeing the contract's full and satisfactory completion.
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CCC acts as an international prime contractor

CCC offers specialized sales and contracting strategies for your buyers

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