

GROWER CHAMPAGNE

Grower Champagne Month Celebrated in Canada this June

For immediate release

May 1, 2019

Building on last year's success launching Grower Champagne Month in Canada, June 2019 is filling with numerous tastings, dinners, and promotions all celebrating the spirit, craft, and artistry of grower champagne.

Grower Champagne Month is an initiative founded in England by independent wine merchants. Every June across London and the UK, the wine industry collaborates to spread word on the farming and authenticity of these wines of a single place: Champagne, France.

What is grower champagne? Simply put, it's champagne made from growers. These are wines of hand, human, and place, produced by the same estate that owns the vineyards where the grapes are grown. While it's not true at all that grower champagnes are inherently better than other wines, they are inherently characterful, singular and relevant. These champagnes are made on a much smaller scale, by the people that own the land, work the soils, and tend the vines.

Vancouver sommelier Van Doren Chan, Social Entrepreneur Alfred Lai and Canadian-based wine writer Treve Ring have been working to promote this year's initiative in western Canada, and hope other retailers, agents, and restaurants across the country will follow suit. Initial scheduled programming includes the Grand Tasting Event at the Four Seasons Hotel Vancouver, benefitting the Vancouver Metropolitan Orchestra. Events are continually being posted on the Canadian site, www.Growerchampagne.ca, as well as promoted worldwide through the main site, www.drinkgrowerchampagne.co.uk. To encourage support and help spread the word, the official hashtag #DrinkGrowerChampagne links and reposts all social media activity around the globe.

All BC businesses are encouraged to host and to submit their own promotions.

All listings will be added to the Canadian and International official website at no extra cost.

Currently scheduled Grower Champagne Month events in British Columbia:

June 1

Provence Marinaside, Vancouver

Grower Champagne month launch party 25% off grower champagne all day

11-2pm Brunch

5pm-late Wiener Bar

June 15

Four Seasons Hotel Vancouver

Grower Champagne Grand Tasting from 4-7pm

Fundraising event for Vancouver Metropolitan Orchestra

\$85 per person (\$75 early bird)

June 18

Provence Marinaside, Vancouver

Champagne Master Class Trade Seminar by invitation only from 10am

Beyond Grower Champagne: the shift to New Wave Négociants, with Treve Ring

June 18

Provence Marinaside, Vancouver

Grower Champagne Dinner 6:30pm

\$195 per person (tax and gratuity included)

June 19

OLO Restaurant, Victoria

Grower Champagne Dinner 6:30pm

\$80 per person

June 20

Vessel Liquor, Victoria

Champagne Master Class Trade Seminar by invitation only from 2 - 3:30pm

Beyond Grower Champagne: the shift to New Wave Négociants, with Treve Ring

June 30

Ugly Dumpling, Vancouver

Farmer's Fizz After Dark from 8:30pm

Champagne Brunch at Tableau every Saturday and Sunday throughout June

For more information, please contact media liaison Treve Ring

bubbles@growerchampagne.ca

<https://growerchampagne.ca>