



Fortify Conference 2019

BC Beverage Technology Access Centre

So What is BC BTAC?

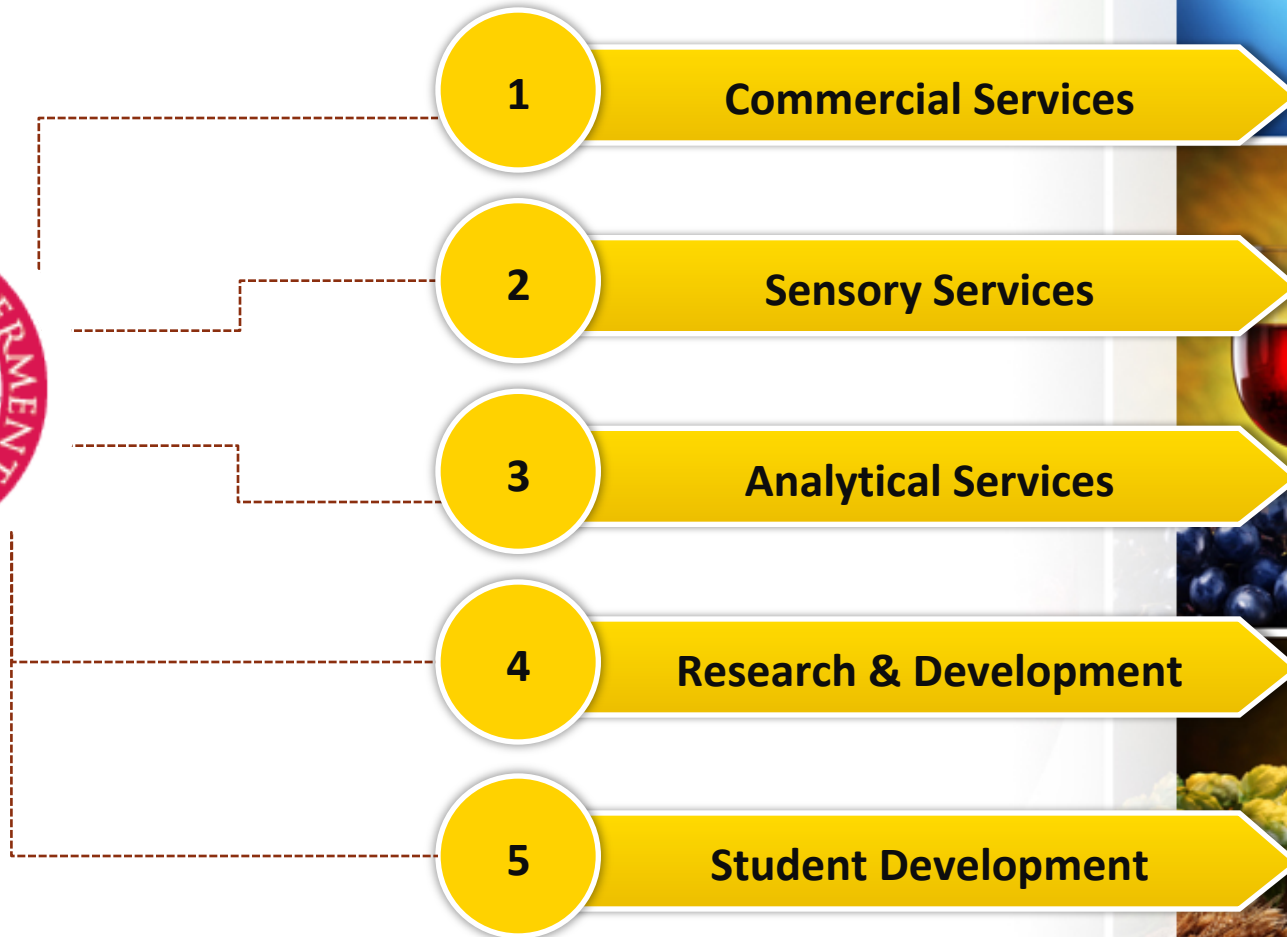


Why Was It Established



- The above numbers are for the Okanagan valley, As of 2019;
 - 370 Licensed Wineries
 - 170 Licensed Breweries
 - 75 Licensed Distilleries
 - 30 Licensed Cideries

So What Support Will It Provide?





Commercial Services

BTAC offers a full range of business support to the industry, working in close collaboration with the School of Business at Okanagan College and in conjunction with Industry partners.



Current Projects Include:

- 1. Seeking to introduce mobile canning line with Nitrogen dosing in to the Okanagan Valley**
- 2. Developing a Co-Op Warehousing and distribution Centre in the lower Mainland for beverage producers in the Valley**
- 3. Looking at label recycling programs for PET backed industry labels**
- 4. Developing a new customer delivery model for a winery tasting room**

Sensory Services

Current Projects Include:

1. Wine Sensory Symposium sponsorship for May 2020
2. Partnership with Compusense to provide Sensory Analysis, Support and Training
3. Focus group testing for Millennial taste preferences in alcohol






Analytical Services

BTAC has constructed a chemistry and biology lab on the Penticton Campus of Okanagan College to assist with product testing and development.

Current Capabilities Include:

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1. Basic wine chemistry and VQA support through to Mass Spec testing for smoke taint
 2. Nutritional Analysis for proposed labelling requirements
 3. Export Analysis including metal contamination
 4. Bacterial and viral identification and remediation
 5. Much Much more....if you need help, let us know. If we don't have the answer, we will help find it.

Research & Development

We provide support for funding and grants through Applied Research. Funds to help you expand or develop your products and services.

Current Approved Projects Include:

- 1. Marketing study and wine preferences targeting Millennials**
- 2. Study on fermentation and distilling of apple based spirits**

Projects Pending Approval Include

- 1. Multiple studies on yeast from propagators to strain preferences**
- 2. Research and consumer tasting of a new ready to drink wine—based beverage**
- 3. Several more initiatives in the approval pipeline**



Student Development

We Are Seeking Your Assistance!

- 1. Where do you see the biggest gap in knowledge and training in your respective sectors?**
 - Packaging?
 - Analytical?
 - Sales?
- 2. Where do you see the biggest opportunities for growth in jobs and gainful employment?**
- 3. What support do you need immediately that we can facilitate through student experiential learning at the College?**
- 4. We have roughly \$500,000 in support from Student Services. Please help us direct it to support your needs!**





BC BTAC

“Supporting Innovation Through Fermentation”



Contact Wes Peterson to discuss

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