UNSWORTH
VINEYARDS

Brand Guidelines

2024

Introduction

Brand guidelines are an instruction manual or rule book for how a brand communicates.

This document helps maintain coherence across every part of Unsworth Vineyards. Adhering to these guidelines streamlines our work, maintains our brand integrity, and provides our audience familiarity at every touchpoint.

Remember that these are only guidelines, and situations will arise that are not covered here. Let the information in this document—plus a little common sense—guide your creative choices.

When in doubt: come back to basics. Focus on what makes Unsworth Vineyards special.

Brand

Public Relations

Voice & Tone

Digital

Creative

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Brand

1

Positioning Statement
Values
Goals
Content Pillars
Architecture
Timelines

Positioning Statement

For Canadian Pinot Noir devotees, Unsworth is the acclaimed Cowichan Valley producer.

Continuing a 15-year legacy of uncompromising winemaking, Unsworth has welcomed explorers and locals alike to experience the region's most distinguished wines through site-specific selections and the flagship Cowichan Valley blend.

Values

Never Compromise

On vision, is on quality

Have Fun

With the team, with our friends in the Valley, and with our community

Sweat the Details

Each barrel, each blend, each place setting, and each relationship.

Unsworth is committed to quality wine, friendship and family.

Goals

Focus on Future Growth

Celebrate and leverage Dan Wright's leadership and vision

Introduce new vineyards and our Sub-GI to maintain sourcing strategy

Define and execute on forward thinking community building strategies

Activate on cross-generational opportunity

Uphold & Amplify Brand Equity

Further build Unsworth's iconic status among Cowichan Valley producers

Drive quality while pushing volume on Cowichan Valley Pinot Noir

Embrace inclusive marketing via quick digestible storytelling

DTC Consumer Awareness

Harness the power of high potential DTC consumer base

Drive deeper engagement among longstanding consumers

Generate excitement and interest in graduated on-site offerings

Use DTC consumers as brand ambassadors to build next generation of UV consumers

Content Pillars

Legacy

Founder, Tim Turyk
- Tim Turyk and his wife, Colleen, founded Unsworth Vineyards in 2009.
- The Turyk family previously owned a commercial fishing company in BC.

Cowichan Valley Pinot Noir Pioneer
- Tim built his legacy by trusting and empowering the team he hired, not realizing the impact he would soon have.
- Unsworth Vineyards is heralded as an early champion of the region's promise

Winemaker, Dan Wright
- With a history in biochemistry and winemaking allover the world, Dan is now rooted in Cowichan.
- Today, he grows Unsworth's relationships with growers across the Cowichan Valley.

Commitment to Community
- Through Cowichan Wineries Society and Wine Island Growers Association, Unsworth plays a critical role in helping support our wine growing community.

Distinguished Cowichan Valley Vineyards & Growers

Distinguished Vineyards
- Unsworth sources from the region's most distinguished vineyards
    - Saison Vineyard
    - Sunnydale Vineyard
    - Zanatta Vineyard
- Wines from these eminent sites showcase each one's distinguishing textures and flavor profiles

Regional Exploration and Expression
- Unsworth wines represent the diverse Cowichan Valley main soil types
- Wines focus on reflecting the unique stamp of terroir from each vineyard

Commitment to Community
- Our commitment to sustainable practices in the winery and vineyard positions us as stewards of the land

The Flagship: Cowichan Valley Pinot Noir

- For more than 10 years, Unsworth has taken a reserve winemaking approach to the Cowichan Valley Pinot Noir
- Pinot Noir lovers discover not only Unsworth, but the entire region through this wine
- A classical expression of the Cowichan Valley and an emblematic representation of Unsworth winemaking
    - A textural experience from start to finish
    - Inviting you to enjoy now, or save for years to come

Commitment to Community
- Vancouver Island's Cowichan Valley is our heartbeat and our home, from the coast to the mountains to our own backyard Estate

Portfolio Architecture

FLAGSHIP WINES

Cowichan Valley Pinot Noir
$39 | 1,000 cases

Cowichan Valley Chardonnay
$35 | 250 cases

ADDITIONAL CROSS-CHANNEL ITEMS

Pinot Gris
$27 | 1500 cases

Allegro
$26 | 1000 cases

Rosé
$28 | 2000 cases

Charme de l'ile
$30 | 1500 cases

Charme de l'ile Rosé
$30 | 1500 cases

SINGLE VINEYARD / COLLECTOR WINES

Saison Vineyard Pinot Gris
$30 | 425 cases

Sunnydale Vineyard Rosé
$32 | 100 cases

Unsworth Vineyard Pinot Gris
$32 | 600 cases

Petit Milo
$28 | 150 cases

Sauvignette
$28 | 100 cases

Auxerrois
$29 | 250 cases

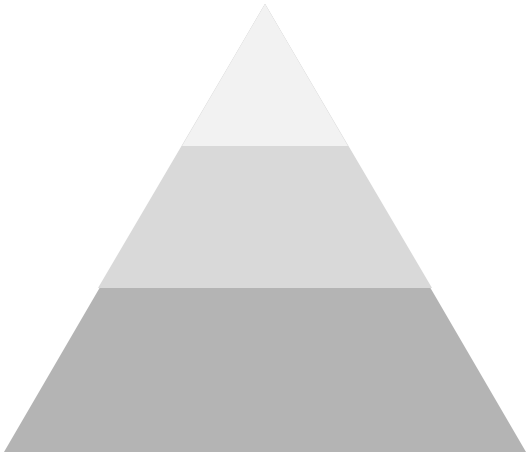
Symphony
$35 | 400 cases

Ovation
$27 | 200 cases

SUPER PREMIUM

Saison Vineyard Pinot Noir
$75 | 200 cases

Cuvée de l'ile
$50 | 60 cases



Unsworth Story

2009

Turyk family purchases the estate which would become Unsworth Vineyards

2011

Unsworth Tasting Room & Terrace opens.

Renovations commence on turning the old farmhouse into a third party operated restaurant.

2012

The first vintage of Cowichan Valley Pinot Noir is made.

Unsworth plants 10 acres on the estate vineyard.

Construction of the winery commences.

2014

The Restaurant At Unsworth Vineyards opens.

The first vintage of a reserve tier Pinot Noir is made.

The concept of Charme de l'ile is born.

2015

Dan Wright joins Unsworth. The first Charme de l'ile is released.

2016

Dan Wright becomes head winemaker.

2018

First vintage bottling of Saison Vineyard Pinot Noir

2020

Tim Turyk sells Unsworth to Barbara Banke and Julia Jackson.

The New Vineyard land is purchased.

Cowichan Valley becomes an official BC VQA Sub-GI

2022

Viticulturist Felix Egerer joins Unsworth.

The New Vineyard is planted.

Our Consumers

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Target Personas
Sales Data
Brand Associations
Competitive Set

Target Personas

Luxury Explorer

- Age: 28-45
- Household Income: $150K+
- Education Level: College+
- Other Interests:
    - Travel, food, entrepreneurship, entertaining, dining out, sustainability
- Wine Education:
    - Takes pride in their wine and regional knowledge
    - Crave details on wines and winemakers
    - Most likely to explore new varieties/brands within a known region
    - Active interest in wine
    - Less confident with wine lists
- Other:
    - Places more value on experiences.
    - Saves special bottles of wine for celebrations
    - Seeks out limited edition products, like to feel their purchases are unique in some way

True Collector

- Age: 50-70
- Household Income: $150K+
- Education Level: College+
- Other Interests:
    - Travel, food, entrepreneurship, vacation home, entertaining, dining out
- Wine Education:
    - Thoroughly understands wine region and nuances
    - Willing to explore older vintages
    - Tends to purchase several of one wine rather than one of several types
    - Active interest in wines
    - Invested in wine storage options
- Other:
    - More loyal towards select number of brands

Source: Wine Intelligence

DTC Consumer Sales Data

	All Active Buyers	Active Club		Non-Club / AA (Active L18M)
Customers	2474	741		1759
Average Age	56.11	57.48		54.76
Top 4 Regions	Island – 66.56% BC – 19.94% ALB – 5.38% OTHER – 8.12%	Island – 76.79% BC – 16.01% ALB – 4.1% OTHER – 2.7%		ISLAND – 62.18% BC – 21.67% ALB – 5.86% OTHER – 10.29%
Average Total CLV	553.03$	$1670.00		$302.70
Average CLV by DTC Channel	Tasting Room: $ Direct: $ Club: $ Ecomm: $	Tasting Room: $ Direct: $ Club: $ Ecomm: $		Tasting Room: $ Direct: $ Club: $ Ecomm: $
Average Order Value	$190.94	$287.13		$169.85

* As of December 2023

DTC Membership Programs

Cellar Club

- Wine Offerings
  - Members receive first access to Unsworth's portfolio of single vineyard Pinot Noirs.
- Shipments
  - Shipments are in April (and November for Collector Club Members). Each tier receives a flat shipping rate based on destination.
- Tastings
  - Members receive four complimentary Unsworth Tasting Experiences at each visit and enjoy member savings on our elevated tasting experiences.

Subscription, Trilogy

- $100/3months
- Pickup only.
- Gift from Unsworth with each pick-up

Signature

- 10% savings
- 1 shipment in April

Collector

- 10% savings
- 2 shipments, April and November

Community Supported Restaurant

- From October to March, we offer CSR members prepaid meals at a preferred fixed rate. 3, 5, and 10 x 3 course meals at The Restaurant at Unsworth Vineyards to use at their leisure during the 21-week period. Each dinner is valued at $85 and includes tax and an 18% Gratuity

- The rotating weekly 3 course menu is designed to keep locals coming back during the winter months and allows the culinary team to feature creative techniques and local ingredients for future menu testing.

Associations

Personality

Mature with a youthful spirit

Embodies power and warmth

Nurturing

Real/Uncensored

Self-Assured

Gracious

Smart and Focused

*and a little goofy

Brands with

Vision

Staying Power

Community Involvement

Vancouver Island Ties

Meyer Family Vineyards

YANGARRA
ESTATE VINEYARD

BERGSTRÖM
Bergström
WINES

TOYOTA

PHILLIPS
BREWING & MALTING Co

BLUE MOUNTAIN
Vineyard and Cellars

Competitive Set

Cowichan Valley / Wine Islands Pinot Noir

Unsworth Vineyards
Cowichan Valley Pinot Noir

COWICHAN VALLEY VQA

SRP $39 | 1,000 cases

Averill Creek Vineyards
Pinot Noir

ESTATE GROWN. NON-VQA

SRP $34 | ?? cases

Emandare Vineyard
Pinot Noir

ESTATE GROWN NON-VQA

SRP $40 | ?? cases

Kutatas Wine
Patricia Bay Pinot Noir

SAANICH PENINSULA NON-VQA

SRP $45 | ?? cases

Voice & Tone

3

Voice
Personality
Characteristics & Applications
How it Applies to Content
Tone by Channel
Keywords
Grammar

Brand Voice

Inviting
Self-Assured
Positive
Uncompromising

Unsworth Vineyards is a brand centered on effortless elegance and connection.

We are an acclaimed Cowichan Valley boutique producer of vibrant and layered Pinot Noirs, grounded in a more than a decade legacy of uncompromising winemaking with a dedication to farming. We are about creating a welcoming community of explorers and locals alike to experience distinguished Cowichan Valley vineyards through site-specific selections and our flagship Cowichan Valley blend. We are self-assured in everything we do but never at the risk of alienating consumers. We aspire through our wines, tasting room, and all our content to create joy, share laughter, and lift our community.

Honing Voice & Personality

Not Far Enough	Just Right	Too Far
Cordial	Inviting	Cliquey
Sure	Self-Assured	Arrogant
Chill	Positive	Cheerleader
Accommodating	Uncompromising	Unyielding

Unsworth Vineyards is

- Grounded, but not rustic
- Gracious, not obsequious
- Polished, not slick
- Warm, not invasive
- Timeless, not trendy
- Serious, but sometimes goofy
- Wise, but young and spirited
- Smart, but able to make a joke

Characteristics & Applications

Characteristic	Description	Do	Don't
Inviting	While our estate is in the Cowichan Valley, we consider the Unsworth community inclusive of all who love our vibrant and layered wines, no matter where they live. We love hosting people at our slice of heaven in farm country and welcoming new community members near and far into the Unsworth family.	• Use welcoming language and show warm photos of our staff, elegant tastings, picnic area and views • Express excitement at seeing people at the estate or hearing from them by email//social • Assure people they can be part of our community and enjoy our wines wherever they are via warm content showcasing our wines outside the tasting room in peoples' lives	• Just talk about Unsworth, our people, and our wines; rather, aim to have a conversation with the reader • Assume the reader lives on Vancouver Island or show Island content only • Depict the Unsworth community as an overly exclusive group to which it is difficult to gain access
Self-Assured	Our founder, Tim Turyk, built our brand from the ground up, often as the only person in the office. He established relationships with growers to champion dedication to quality wines and defied skeptics when he and others created a celebrated Vancouver Island signature sparkling wine 'Charme de l'ile'. We continue to promote Tim's vision with conviction and confidence. We've earned our stripes, honor our humble beginnings and the community that helped us to grow into who we are today – the same people who will stand at our sides throughout our bright future.	• Talk openly about our relationships with different growers and what their vineyards bring to the wines • Talk openly and enthusiastically about Dan's vision and current/future projects • Talk openly about Felix's dedication to regenerative agriculture and responsible farming	• Conceal the fact we work with different growers or give opinions that one grower is superior to another • Use exclusive language • Forget to mention Tim • Lose sight of Dan and the great things he is doing to evolve Unsworth while maintaining its legacy core
Positive	At our core, we believe wine is meant to be shared and a unique catalyst to create human connections. We apply this mindset to the communities around us and prioritize philanthropic initiatives to lift up our neighbors. We also bring levity and joy into our days working amongst a dedicated team in our Tasting Room, Winery, and Restaurant.	• Laugh, be positive, be hopeful, crack jokes • Show moments of human connectedness • Acknowledge issues impacting our communities and how we can and do help • Emphasize how wine has the power to bring us together and create memories and bonds	• Be standoffish, negative, pessimistic or leave readers out of the joke • Be shy about showing our work in the community but don't brag either • Talk about wine as "mom juice" or an empty commodity; we're more sophisticated than that
Uncompromising	We're committed to carrying on all that Tim has built and will continue to the put in the hard work every day to safeguard his legacy. This manifests in *hours and hours* around a blending table and ensuring our club members are alerted when a new vintage of their favorite single vineyard Pinot is releasing. Our vision for Unsworth is over a decade in the making and we will evolve without ever comprising this foundation.	• Talk about what we do and why we do it; sweat the details • Talk about the risks we've taken • Talk about our grower relationships • Explain how our blending trials are a labor of love • Discuss how Dan is a mentor to other Cowichan winemakers and how he embraces the painstaking winemaking process.	• Ignore our commitment to quality, grower ties, blends, community projects • Assume people know the Unsworth story and the risks Tim has taken over the years • Ignore our growers in our content; rather, highlight them when the situation calls for it • Get into technical blending details; just note that it's painstaking and detailed

How it applies to content:

Inviting:
Our welcome mat extends far.

We welcome locals and explorers alike to join our community. We do this by inviting people to our events – at our estate, on the road, and virtually. We draw people in with explanations of how our wines convey a sense of place, and we aim to inspire people to form connections over a bottle of Unsworth Vineyards Pinot.

Self-Assured:
We have a proven record of acclaim, and there's more to come.

Being founded by a family with no previous experience in the wine industry to becoming the most iconic winery in the Cowichan Valley is not something we take lightly. We're confident in explaining what, how, and why we do what we do – always tying it back to our vision. We've earned our reputation and take pride in it throughout our communications.

Positive:
Wine has the power to create human connection.

Great scores and the percentage of new French oak might reflect a wine's quality, but our focus is ultimately on the human element and creating positive connections. People who love Unsworth see themselves in their fellow drinkers. We aim to inspire and grow those connections and keep them going.

Uncompromising:
to our friends.

While we've no doubt achieved a level of success, we will never stop working hard to carry out Tim’s legacy or to earn your trust. We're not afraid to show our efforts in our content – whether we give thanks to Colleen for sustaining Tim through the early financially lean years in the fishing industry or for the espresso machine in the winery lab. No matter what it takes, even if it's 1000 sample vials on the table to blend, Dan is going to make the wine we envision for you.

Tone by channel

Our voice is inviting, self-assured, positive, and uncompromising.

Our overarching tone is warm, confident, uplifting, and determined. Our tone is not exclusive, insecure, cynical or indecisive. Our tone is how we express our inviting, self-assured, positive, and uncompromising voice. It changes based on who we are talking to and where we are talking to them.

Channel	Description	Example
Web	Because our audience extends far and wide, our website is the central place for people to dive deeply into Unsworth Vineyards. Our tone here should be its truest form and reflect our voice: inviting, self-assured, positive, and uncompromising.	In 2009, Tim and Colleen Turyk founded Unsworth Vineyards in the Cowichan Valley. Bringing to life their new shared vision of hard work unyielding commitment, the pair built a reputation for vibrant, layered Pinot Noir, and community leadership throughout the valley.
Email	A similar tone to our website, but more conversational and always driving toward a call-to-action. Sales focused emails should present as an invitation to enjoy our wines.	Spread some holiday cheer and deepen your knowledge of the Cowichan Valley with a single vineyard Pinot Noir! Saison Vineyard is sourced from a special vineyard in our hearts and brought to fruition by our passionate and hard-working winemaking team.
Social	This is the place where our language can be the most relaxed, but we are never slangy or crude. Social is a place where we can inspire/invite with our views/elegant tastings, making people feel they are with us on the farm, even then they're not. Here we are an advocate for the community and educate about our vineyards and Sub-GI and the importance of terroir.	Cozy up this fall to an unforgettable tasting experience led by your knowledgeable, dedicated team. Enjoy a relaxing tasting as you soak in our inspiring views.
Print	Tone should change based on the publication or application of print copy. When in doubt, go back to basics.	**n/a**

Keywords

A few glimpses of our voice/tone:

Check out these automatic replies that our estate host and wine club manager set for their OOO:

“I decided to escape to The West Coast Trail this weekend. I genuinely don’t have service.”

“I am currently either out fishing or foraging for mushrooms around Cowichan Lake.”

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Our Estate

The view of rolling hills

Tasting Room & Terrace

Gardens

Original Farmhouse

Cowichan Valley

The Restaurant at Unsworth Vineyards

Estate vineyard

Culinary Garden

Chosen for proximity to Shawnigan Lake in the heart of farm country

Multiple clones within a single vineyard

Destination Restaurant with expansive patio

Our Wines

Vibrant, layered, youthful

Approachable early, yet ageworthy

Uncompromising quality

Acclaim

Vineyard-designates

Cowichan Valley blend

Pinot Noir

Chardonnay – exciting

100% destemmed

12 months, 15% new French oak

Hand harvested/sorted

The Family

Tim and Colleen Turyk

Dan Wright

The entire Unsworth crew

Grammar

We strive to be clear and consistent. Be concise, but never at the risk of omission. Actively avoid confusion. Be serious but not formal.

When in doubt about anything else, defer to AP style.

- We refer to ourselves as Unsworth Vineyards always for the first instance.
- Contractions. They are fine, just don't use them excessively.
- Comma Usage. We aim for understanding and simplification. We use the Oxford comma to avoid any chance of confusion.
- Punctuation Marks. Semi-colon, if absolutely needed. Exclamation point, yes but don't overdo it; we really have to mean it! We use *and* over *&*. We want to be sincere and down to earth, and punctuation helps us do that.
- Capitalization. We use title case and sentence case capitalization. If you're writing a sentence, use sentence case capitalization. If you're writing a headline or product name, opt for title case. We also capitalize grape varieties, like Chardonnay. Avoid erroneous capitalization at all costs.
- Emojis. We love it on others, but not on us.
- Phone numbers use periods (012.345.6789) and emails are lowercase (oxford@comma.com)
- A variety is a grape, like Cabernet Sauvignon. A varietal is an adjective used to describe a wine made from a single variety, like a varietal bottling of Cabernet Sauvignon. Varietal can also be used as a noun when specifically referring to a bottle of wine or item using only one variety, but that is less common. It's okay to shorten it to "Pinot" in the right context (when the purpose is connecting with our audience).

Public Relations

4

Media Strategy
Execution

Media Strategy

Deliver media content that acknowledges the past and future Unsworth legacy, highlights the quality of the iconic portfolio of wines, and positions the estate as a must-visit destination.

Primary Angles

- Dan Wright setting the bar for Cowichan Valley Pinot Noir
- Cowichan Valley regional collaboration
- Cowichan Valley Pinot Noir as an icon of the region
- Chardonnay and Cuvée de l'ile as Dan's new chapter for Unsworth
- The estate as an inviting, iconic destination

Focus Wines

- Cowichan Valley Pinot Noir
- Saison Vineyard Pinot Noir
- Cowichan Valley Chardonnay
- Cuvée de l'ile
- Charme de l'ile

Target Outlets

- Top tier scoring publications
- Wine publications (consumer)
- Lifestyle publications
- Travel and tourism publications

Media Outreach

- Critic tastings
- Ongoing story pitching
- Profile pitching
- Tourism pitching
- Media visits to the estate

Media Execution

IN THE VINEYARD

Growth & Sustainability

When it comes to vineyard developments, 2023 is already a momentous year. Over the course of two weeks in May, we planted roughly 40 acres of vineyard with the lion's share being at our new site in the Sahtlam area of the Cowichan Valley; about a 25-minute drive from Unsworth Vineyards. This brings our total estate owned vineyard to approximately 50 acres. While most of the recent plantings will not produce fruit until 2027 and beyond, we are extremely excited about this new vineyard, which will prove to be a crown jewel in the decades to come.

Working With Nature

The new pond we dug, which is more reminiscent of a small lake, will supply any and all water required for the lifetime of this Sahtlam site, ensuring that we will not need to take one drop of water from the precious aquifers in this part of the valley. Migration corridors were left for the herd of 200+ Roosevelt elk that call this region home, and the pond is already a stop-over point for Mallard ducks, eagles, and other fowl.

Championing Regenerative Agriculture

Our Viticulturist, Felix Egerer, joined Unsworth last fall, picking up the reigns to finish the Sahtlam site preparation and installation of our new vineyard. As an extensively educated and well-travelled advocate of regenerative agriculture, Felix spearheaded cover-cropping the 43-acre site in various mixes to trial their relative effectiveness at absorbing excess moisture from our rich clay soils; providing fungal pathways for nutrient exchange; keeping carbon locked in the soils as organic matter; and providing a habitat for additional flora and fauna.

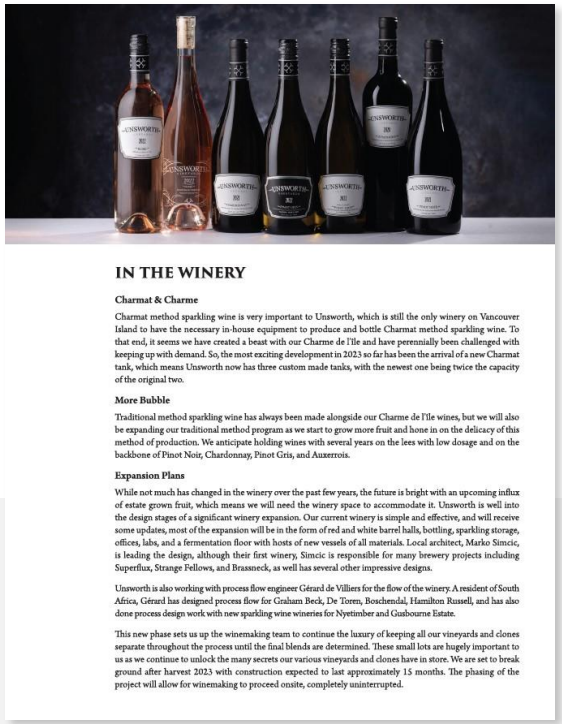
Grape Update

At our Estate Vineyard, we dug-up our last acre of Marechal Foch and replaced it with Chardonnay, which will have a growing role within the Unsworth portfolio; eclipsing Pinot Gris to become the most widely planted white grape in the Cowichan Valley in a few short years. Last year we top-grafted some of our blocks to Pinot Noir, leaving some of the standout blocks from our 2012 plantings of Labelle, Corivese, and Sauvignette. The original plantings of Amiel and Cabernet Libre were also top-grafted as Amiel didn't show the disease resistance that it was chosen for, and Cabernet Libre from our estate never achieved the level of ripeness that we have come to expect from the Pinot Gris and Pinot Noir planted right next door. The Blattner hybrid varieties will always have a place in our portfolio, but after a decade of farming them on our site, we decided to swap them over to varieties that will outperform them in quality from both the field and in the winery.

Fruit Forward

Unsworth also farms several other small sites around the Cowichan Valley, and we buy fruit from several other vineyards beyond that, which means that both our vineyard and winemaking teams have access to fruit from 10 various sites—totalling roughly 40 additional acres around the Cowichan Valley—giving us an unparalleled perspective and insight into what the Cowichan Valley is capable of producing.

Felix Egerer, Viticulturis



IN THE WINERY

Charmat & Charme

Charmat method sparkling wine is very important to Unsworth, which is still the only winery on Vancouver Island to have the necessary in-house equipment to produce and bottle Charmat method sparkling wine. To that end, it seems we have created a beast with our Charme de l'Ile and have perennially been challenged with keeping up with demand. So, the most exciting development in 2023 so far has been the arrival of a new Charmat tank, which means Unsworth now has three custom made tanks, with the newest one being twice the capacity of the original two.

More Bubble

Traditional method sparkling wine has always been made alongside our Charme de l'Ile wines, but we will also be expanding our traditional method program as we start to grow more fruit and hone in on the delicacy of this method of production. We anticipate holding wines with several years on the lees with low dosage and on the backbone of Pinot Noir, Chardonnay, Pinot Gris, and Auxerrois.

Expansion Plans

While not much has changed in the winery over the past few years, the future is bright with an upcoming influx of estate grown fruit, which means we will need the winery space to accommodate it. Unsworth is well into the design stages of a significant winery expansion. Our current winery is simple and effective, and will receive some updates, most of the expansion will be in the form of red and white barrel halls, bottling, sparkling storage, offices, labs, and a fermentation floor with hosts of new vessels of all materials. Local architect, Marko Simcic, is leading the design, although their first winery, Simcic is responsible for many brewery projects including Superflux, Strange Fellows, and Brassneck, as well has several other impressive designs.

Unsworth is also working with process flow engineer Gérard de Villiers for the flow of the winery. A resident of South Africa, Gérard has designed process flow for Graham Beck, De Toren, Boschendal, Hamilton Russell, and has also done process design work with new sparkling wine wineries for Nyetimber and Gusbourne Estate.

This new phase sets us up the winemaking team to continue the luxury of keeping all our vineyards and clones separate throughout the process until the final blends are determined. These small lots are hugely important to us as we continue to unlock the many secrets our various vineyards and clones have in store. We are set to break ground after harvest 2023 with construction expected to last approximately 15 months. The phasing of the project will allow for winemaking to proceed onsite, completely uninterrupted.

UNSWORTH
VINEYARDS

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Unsworthvineyards.com

Media Execution – *Historical*

Life / Food

Anthony Gismondi: New owners excited about 'electric' Unsworth

The property will be given every opportunity to fulfil its destiny as a Vancouver Island winery that can reach for the stars by Julia Jackson and Barbara Banke.

Anthony Gismondi

Published Jul 03, 2020 • Last updated 3 years ago • 7 minute read

Join the conversation

Unsworth Vineyards on Vancouver Island. jpg

British Columbia wine country continues to attract the wine world in search of cool-climate vineyard lands for the rest of this century and beyond.

The latest story is unfolding in the Cowichan Valley with the recent purchase of Unsworth Vineyards by two well-known California wine women, Julia Jackson and Barbara Banke.

The Jackson-Banke purchase of Unsworth Vineyards is a personal investment spearheaded by Jackson. Still, it's no secret the pair are part of the ownership group that manages the global Jackson Family Wines and American wine giant Kendall-Jackson.

WATERS ON WINE

Unsworth's new owners bring global attention to Vancouver Island and Canadian wine

CHRISTOPHER WATERS >
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED DECEMBER 30, 2020
UPDATED JANUARY 6, 2021

This article was published more than 2 years ago. Some information may no longer be current.

Chris Turyk, left, and winemaker Dan Wright in Unsworth Vineyards.
HANDOUT

4 COMMENTS SHARE BOOKMARK

Chris Turyk was enjoying lunch in the Napa Valley with some fellow students from the Culinary Institute of America at Greystone when he heard his family had purchased a small vineyard in the Cowichan Valley on Vancouver Island. His father, Tim Turyk, had retired recently from a long career in the fishing industry and was looking for a new venture. During a visit to Vancouver Island, where the family of his mother, Colleen, had vacationed for generations, his father made an offer on an attractive piece of land.

"He wasn't the type of guy to sit on a beach," Chris Turyk explains, although the nature of the venture was surprising. "Wine wasn't a big thing in our household, we weren't collectors or anything," he says. "We simply enjoyed it."

Acclaim

HISTORICAL ACCLAIM

Rosé

- 91 pts – 2022 *Anthony Gismondi*
- 90 pts – 2021 *Anthony Gismondi*
- 91 pts – 2021 Wine Align
- 90 pts – 2020 *Wine Align*

Cowichan Valley Pinot Noir

- 90 pts – 2021 *Gismondi on Wine*
- 92 pts – 2021 *Wine Align*
- 92 pts – 2020 *Anthony Gismondi*
- 91 pts – 2019 *Wine Align*
- 90 pts – 2019 *Anthony Gismondi*
- 90 pts – 2018 *Anthony Gismondi*
- 91 pts – 2018 *Wine Align*
- 90 pts – 2017 *Anthony Gismondi*
- 90 pts – 2016 *Anthony Gismondi*

Cowichan Valley Chardonnay

- 92 pts – 2020 *Anthony Gismondi*
- 90 pts – 2020 *Wine Align*
- 90 pts – 2019 *Anthony Gismondi*

Saison Vineyard Pinot Noir

- 90 pts – 2021 *Wine Align*
- 92 pts – 2021 *Anthony Gismondi*
- 93 pts – 2020 *Anthony Gismondi*

Creative Standards

5

Logos
Color Palette
Photography
Typography
Label
Executions
Video

Primary Logo

UNSWORTH
VINEYARDS

Single Color

UNSWORTH
VINEYARDS

Other Logos

Single Color

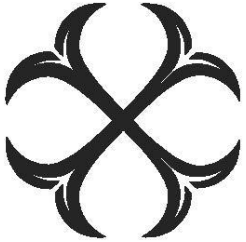
UV WINE CLUB

The Restaurant at UNSWORTH VINEYARDS

COMMUNITY SUPPORTED RESTAURANT

Unsworth Icon

Single Color



When used on its own, the initials icon should stand apart from the rest of the design–either within abundant negative space, centered on the design, or in the bottom right corner as a sign-off to the document.

Logo + Icon Misuse

Do not change the color of the logo outside creative standards

Unsworth Icon should always be in black, or white depending on application

Do not rotate

Wordmark should be always unobstructed

Do not crop. Logo should always include full text of Unsworth Vineyards without brand approval

Do not stretch or squash

Color

Main Colors

Very Dark Grey	Dark Red	White
Pantone ###	Pantone ###	Pantone ###
HEX	HEX	HEX
#3C382F	#821010	#FFFFFF
CMY	CMYK	CMYK
0/7/22/76	0/88/88/49	0/0/0/0

Accent Colors

Photography

Beyond capturing “Cowichan aesthetic” use all opportunities to highlight ownable elements

- Restaurant Patio
- Pond View
- Garden
- Architecture
- Dan’s relationship with team
- Strength in community

Warm
Timeless
Layered/ Selective Focus
Mature
Intimate
Personal
Inviting
Candid
Authentic/unfiltered
Rich
Lush natural colors
Crisp/sharp

NOT
Corporate
Trendy
Slick
Overexposed
Desaturated
Serious
Flirty/Coy
Moody

Photography

Estate

Beyond capturing “Cowichan aesthetic” use all opportunities to highlight ownable elements

- Restaurant Patio
- Pond View
- Garden
- Architecture
- Rolling hills
- Vineyard topography from winemaker POV

Warm	
Timeless	*NOT*
Layered/Selective Focus	*Corporate*
Mature	*Trendy*
Intimate	*Slick*
Inviting	*Overexposed*
Authentic/unfiltered	*Desaturated*
Rich	*Overly serious*
Lush natural colors	*Flirty/Coy*
Crisp/sharp	*Stiff*

Photography

Individual Portraits

Candid images of individuals during the course of their day. While working, resting, thinking, playing. Meticulous in their work, but don't take themselves too seriously.

Warm
Timeless
Layered/Selective Focus
Mature
Intimate
Personal
Inviting
Joyful
Authentic/unfiltered
Rich
Lush natural colors
Crisp/sharp

NOT
Corporate
Trendy
Slick
Overexposed
Desaturated
Overly serious
Flirty/Coy
Stiff
Moody

Photography

Team

Candid images during the course of the day. Capture the strong, natural relationships between team members. Meticulous in their work, but don't take themselves too seriously.

"Many hands make light work"

Warm	
Timeless	
Layered/Selective Focus	*NOT*
Mature	*Corporate*
Intimate	*Trendy*
Personal	*Slick*
Inviting	*Overexposed*
Joyful	*Desaturated*
Authentic/unfiltered	*Overly serious*
Rich	*Flirty/Coy*
Lush natural colors	*Stiff*
Crisp/sharp	*Moody*

Photography

Experience

Consumers serious about wine, but enjoying themselves. Minimal styling, focused on the wine and the experience.

“Be our guest”

	NOT
Warm	*Corporate*
Timeless	*Trendy*
Layered/Selective Focus	*Slick*
Mature	*Overexposed*
Intimate	*Desaturated*
Inviting	*Overly serious*
Authentic/unfiltered	*Flirty/Coy*
Rich	*Stiff*
Lush natural colors	*Food/flowers*
Crisp/sharp	*Recognizable faces*

Photography

Package Beauty

Wine bottles within the Unsworth experience. Minimal styling, focused on the wine and the environment.

Warm	*NOT*
Timeless	*Corporate*
Layered/Selective Focus	*Trendy*
Mature	*Slick*
Intimate	*Overexposed*
Inviting	*Desaturated*
Authentic/unfiltered	*Overly serious*
Rich	*Flirty/Coy*
Lush natural colors	*Stiff*
Crisp/sharp	*Food/flowers*

Typography

Primary Typefaces

The primary fonts used for Unsworth are Crimson Pro and Playfair Display.

Both fonts have a variety of weights and styles providing options while designing.

*EXCEPTIONS

- Packaging–see mechanicals
- Email and PowerPoint
    - Use Baskerville and Interstate as PC friendly replacements

Crimson Pro

Playfair Display

Crimson Pro

Regular 400 at 48px

Whereas a common understanding of these rights and freedoms is

Regular 400 at 36px

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

Regular 400 at 32px

Everyone has the right to an effective remedy by the competent national tribunals for acts

Regular 400 at 21px

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Regular 400 at 16px

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

Playfair Display

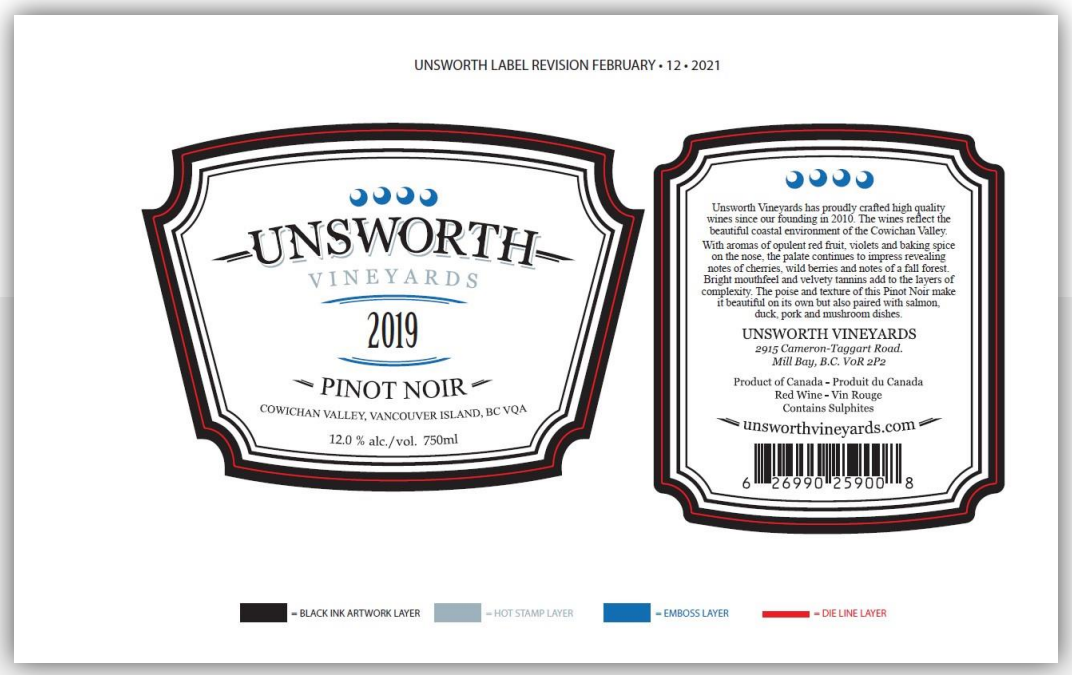
Regular 400 at 48px

Whereas a common understanding of these rights and freedoms is

Regular 400 at 36px

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

Label Design



The Unsworth label exists today closely aligned with when it was originally envisioned by Tim Turyk:

- The heraldry elements are aligned with the Unsworth family crest. The back label colour indicates tiers (e.g., the single vineyard pinot noirs and cuvée de l'île are in black). Each element is a nod to our tie to the place Marjorie Unsworth introduced the Turyk family to.
- Simple black and white were chosen for our Flagship Cowichan Valley wines as it conveys casual elegance and a traditional, timeless aesthetic.

Execution

Packaging

Capsule Color

Shipper Details

Cowichan Valley Tier

Black Capsule
Cardboard Upright 12pk Shipper

Single Vineyard Tier

Red Wax / no capsule
Cardboard Upright 12pk Shipper

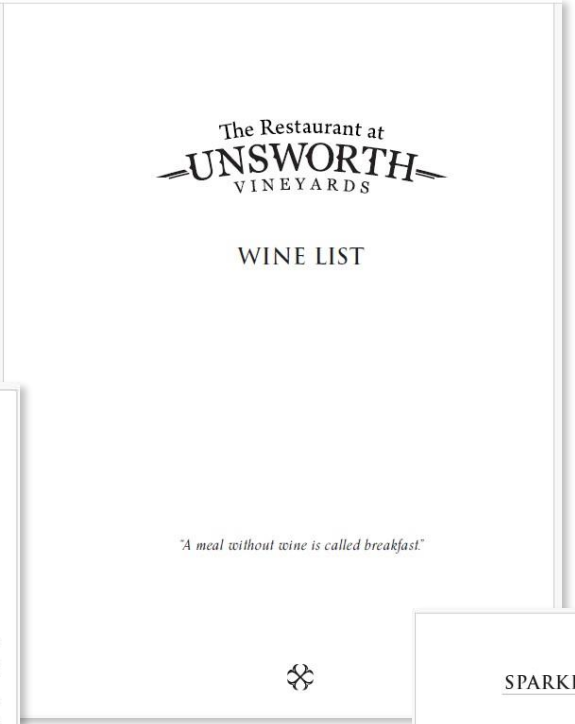
Execution

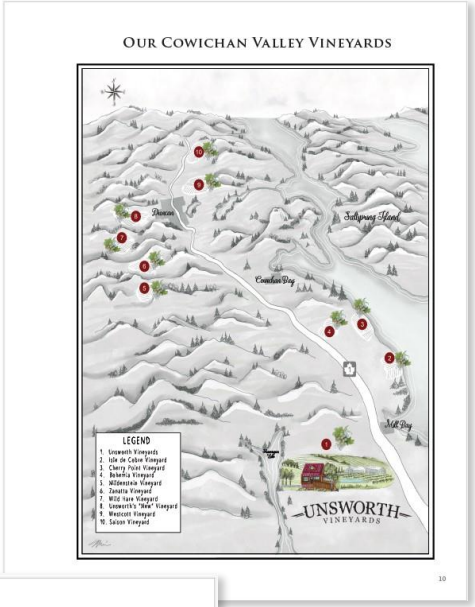
General Marketing Materials

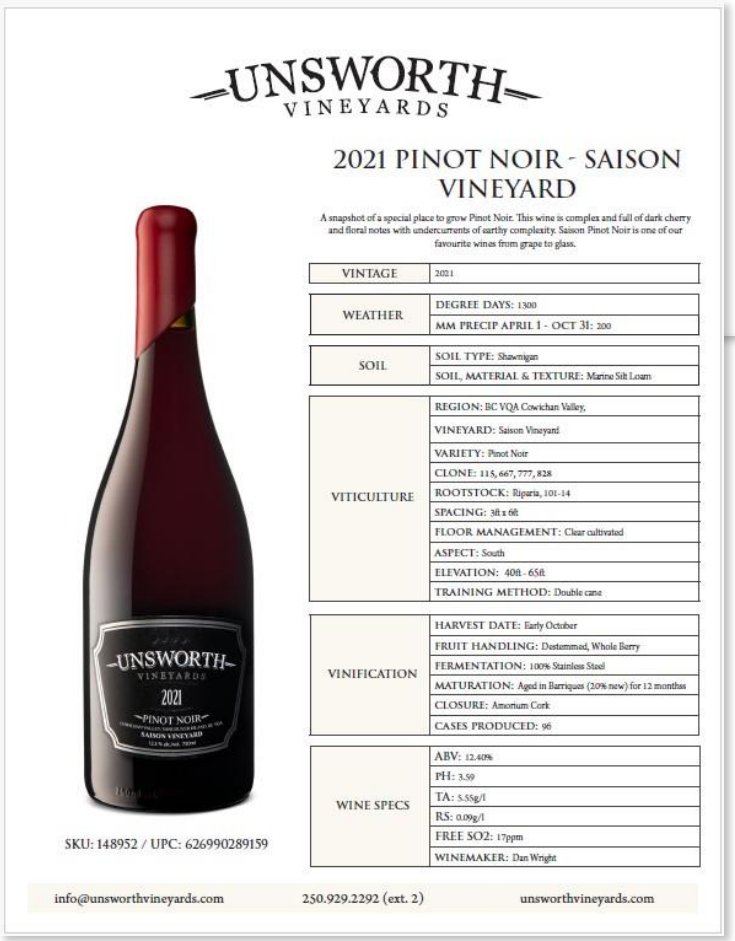
Wine list pages

Wine Information Sheet

Vineyard Map







UNSWORTH
VINEYARDS

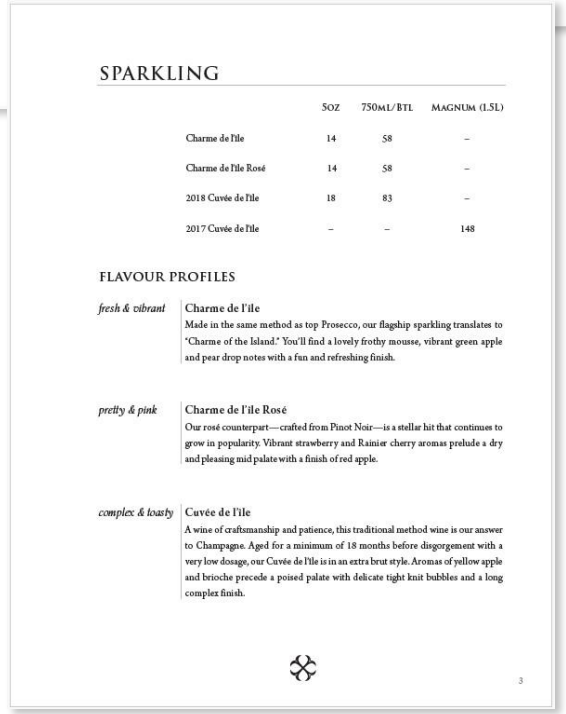
2021 PINOT NOIR - SAISON VINEYARD

A snapshot of a special place to grow Pinot Noir. This wine is complex and full of dark cherry and floral notes with undercurrents of earthy complexity. Saison Pinot Noir is one of our favourite wines from grape to glass.

VINTAGE	2021
WEATHER	DEGREE DAYS: 1300
	MM PRECIP APRIL 1 - OCT 31: 200
SOIL	SOIL TYPE: Shawnigan
	SOIL, MATERIAL & TEXTURE: Marine Silt Loam
VITICULTURE	REGION: BC VQA Cowichan Valley,
	VINEYARD: Saison Vineyard
	VARIETY: Pinot Noir
	CLONE: 115, 667, 777, 828
	ROOTSTOCK: Riparia, 101-14
	SPACING: 3ft x 6ft
	FLOOR MANAGEMENT: Clear cultivated
	ASPECT: South
	ELEVATION: 40ft - 65ft
	TRAINING METHOD: Double cane
VINIFICATION	HARVEST DATE: Early October
	FRUIT HANDLING: Destemmed, Whole Berry
	FERMENTATION: 100% Stainless Steel
	MATURATION: Aged in Barriques (20% new) for 12 months
	CLOSURE: Amorium Cork
	CASES PRODUCED: 96
WINE SPECS	ABV: 12.40%
	PH: 3.59
	TA: 5.55g/l
	RS: 0.09g/l
	FREE SO2: 17ppm
	WINEMAKER: Dan Wright

SKU: 148952 / UPC: 626990289159

info@unsworthvineyards.com 250.929.2292 (ext. 2) unsworthvineyards.com



SPARKLING

	5OZ	750ML/BTL	MAGNUM (1.5L)
Charme de l'Ile	14	58	–
Charme de l'Ile Rosé	14	58	–
2018 Cuvée de l'Ile	18	83	–
2017 Cuvée de l'Ile	–	–	148

FLAVOUR PROFILES

fresh & vibrant — **Charme de l'ile**
Made in the same method as top Prosecco, our flagship sparkling translates to "Charme of the Island." You'll find a lovely frothy mousse, vibrant green apple and pear drop notes with a fun and refreshing finish.

pretty & pink — **Charme de l'ile Rosé**
Our rosé counterpart—crafted from Pinot Noir—is a stellar hit that continues to grow in popularity. Vibrant strawberry and Rainier cherry aromas prelude a dry and pleasing mid palate with a finish of red apple.

complex & toasty — **Cuvée de l'ile**
A wine of craftsmanship and patience, this traditional method wine is our answer to Champagne. Aged for a minimum of 18 months before disgorgement with a very low dosage, our Cuvée de l'Ile is in an extra brut style. Aromas of yellow apple and brioche precede a poised palate with delicate tight knit bubbles and a long complex finish.

3

Execution

Acclaim & Info Material

Menu Ad

Hours Ad

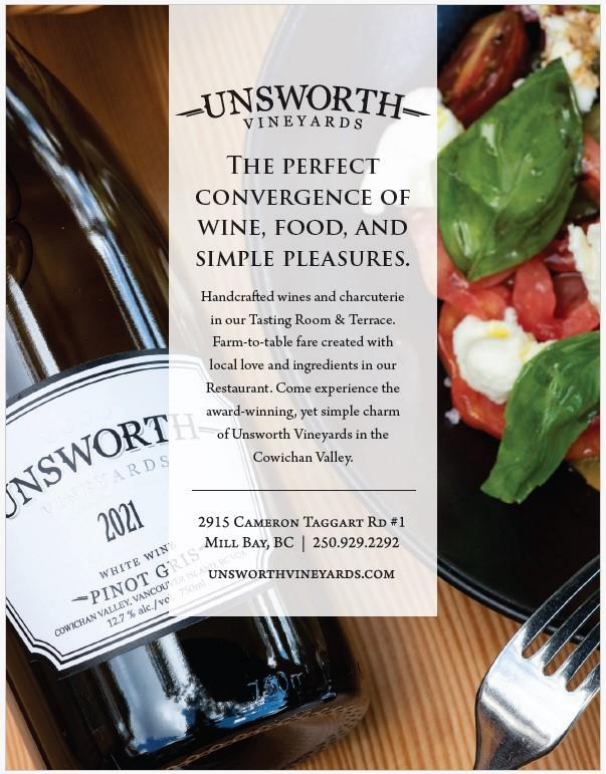
Acclaim Shelf Talker

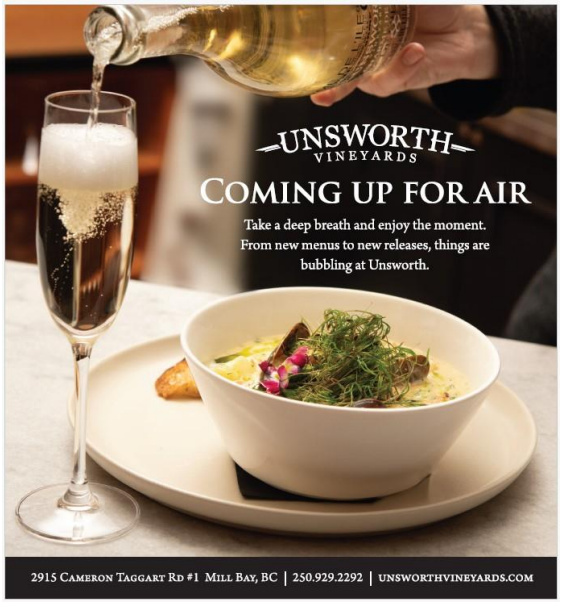
Digital

Execution

Advertising

Advertisements should rely on stunning, large, full-bleed photography with minimal copy to showcase our Unsworth estate or product.





Execution

Wine Club

Banner

Icon

Wine Club Email

UNSWORTH
VINEYARDS

SEPTEMBER 2023

UV WINE CLUB

Execution

DTC / Tasting Room

Tasting Menu

Available Wines

Tasting Mat

UNSWORTH
VINEYARDS

A family-built winery since 2010, Unsworth Vineyards is committed handcrafting distinctive wines to reflect our unique, Cowichan Valley climate and Vancouver Island terroir.

	RETAIL	UV WINE CLUB
SPARKLING		
Charme de l'île	28.90	26.01
Charme de l'île Rosé	28.90	26.01
2017 Cuvée de l'île (1.5L)	94.90	85.41
WHITE		
2019 Allegro	24.90	22.41
2020 Amiel	25.90	23.31
2020 Sauvignette	25.90	23.31
2020 Chardonnay	30.90	27.81
2020 Saison Vineyard Pinot Gris	25.90	23.31
2021 Petit Milo	24.90	22.41
ROSÉ		
2021 Rosé	26.90	24.21
RED		
2020 Gamay Pinot Noir	26.90	24.21
2020 Pinot Noir	38.90	35.01
2019 Saison Vineyard Pinot Noir	64.90	58.41
2019 Symphony	29.90	26.91
DESSERT		
Ovation	24.90	22.41

UNSWORTHVINEYARDS.COM
Like the wines you tried today? Ask about our UV Wine Club!
Prices do not include tax and bottle deposit.

UNSWORTH
VINEYARDS

COLLECTOR TASTING $20
complimentary for UV Wine Club members

2017 CUVEE DE L'ILE
aromas of yellow apple and brioche precede a poised palate with delicate tight knit bubbles and a long complex finish.
Retail: $25.90 | UV Wine Club: $85.41

2020 SAISON VINEYARD PINOT GRIS
On the nose bright aromas of fresh pear, green apple and citrus followed by flavours of orchard fruit and delicate notes of fennel and herbs with distinctively pronounced Vancouver Island minerality and a long finish.
Retail: $25.90 | UV Wine Club: $23.31

2021 SUNNYDALE VINEYARD ROSÉ
Dry on the palate with plenty of complexity, this wine is grounded by mineral, sage, and heather on the nose and palate.
Retail: $28.90 | UV Wine Club: $26.01

2020 PINOT NOIR
Bright cherry, violet, and baking spices on the nose give way to a palate full of wild berries and earthy, forest floor notes.
Retail: $38.90 | UV Wine Club: $32.31

2019 SAISON VINEYARD PINOT NOIR
Experience its depth and intensity, while still being light and bright on the palate. Dark cherries and bramble fill the nose and mid-palate, leading to a long and silky finish.
Retail: $64.90 | UV Wine Club: $58.41

UNSWORTH
VINEYARDS

TASTING EXPERIENCES

SIGNATURE TASTING
$12 per person | Complimentary for UV Wine Club members and up to 3 guests per visit

Charme de l'île Rosé
2020 Amiel
2021 Rosé
2020 Gamay Pinot Noir
2019 Symphony

COLLECTOR TASTING
$20 per person | Complimentary for UV Wine Club members and up to 3 guests per visit

2017 Cuvée de l'île
2020 Saison Vineyard Pinot Gris
2021 Sunnydale Vineyard Rosé
2020 Pinot Noir
2019 Saison Vineyard Pinot Noir

GUIDED TOUR & TASTING
$25 per person | $15 for UV Wine Club members

by reservation only, Friday – Sunday at 11:30am & 2:30pm

Ask about local cheese and cracker choices.

Pinot Noir Member $XX Retail $XX
Wine information goes here. Info about wine will go here. Win info to come. Wine information goes here. Info about wine will go here. Win info to come. Wine information goes here. Info about wine will go here.

Pinot Noir Member $XX Retail $XX
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UNSWORTH
VINEYARDS

WELCOME TURYK PARTY
Signature Tasting

Learn more about our UV Wine Club, including 10% wine savings, free local shipping, and more exclusive member benefits!

Execution

Restaurant

Menu
Tasting Menu
Wine List
Drinks
Dessert
Feature Sheet

UNSWORTH
VINEYARDS

FRESH SHEET

Details here, details here
Keep formatting consistent, check spelling, no colours, etc.

FEATURE XYZ | $XX
Descriptor, descriptor, descriptor, descriptor

FEATURE XYZ | $XX
Descriptor, descriptor, descriptor, descriptor

FEATURE XYZ | $XX
Descriptor, descriptor, descriptor, descriptor

SPARKLING

	5OZ	750ML/BTL	MAGNUM (1.5L)
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A wine of craftsmanship and patience, this traditional method wine is our answer to Champagne. Aged for a minimum of 18 months before disgorgement with a very low dosage, our Cuvée de l'île is in an extra brut style. Aromas of yellow apple and brioche precede a poised palate with delicate tight knit bubbles and a long complex finish.

The Restaurant at
UNSWORTH
VINEYARDS

BEER & CIDER

	473ML
Driftwood **Arcus Pilsner**	9
Driftwood **New Growth Pale Ale**	10
Red Arrow **Hazy Pale Ale**	10
Red Arrow **Midnite Umber Ale**	9
Driftwood **Fat Tug IPA**	9.5
Merridale **Traditional Cider**	12

TEMPERANCE

Phillips Iota Pilsner (0.5%) 8
ONES+ Sparkling Rosé (0.5%) 9
Cultured Kombucha Nettles & Petals 7
Phillips Orange Cream Soda, Root Beer, Ginger Ale 5
Fentimans Curiosity Cola, Rose Lemonade, Victoria Lemonade, Ginger Beer, Tonic Water 5

UNSWORTH
VINEYARDS

MOTHER'S DAY BRUNCH
Pre-order by Friday May 7th
Available for pick-up between 10:00am-11:30am on Sunday May 9th

BREAKFAST QUICHE
bacon, breakfast sausage, mushrooms, spinach, smoked cheddar

FRIED GREEN GARLIC & ROSEMARY POTATOES

HOUSE SALAD WITH LEMON VINAIGRETTE

STRAWBERRY & CREAM CREPES

PEAR CARAMEL CHOCOLATE CAKE

Comes with a chilled bottle Charme de l'Ile and fresh pressed orange juice for mimosas.

The Restaurant at
UNSWORTH
VINEYARDS

DESSERT

Yuzu Tart – 15
cinder toffee, raspberry, black sesame sauce

Chocolate Mint 'After 8' – 14
mint pudding, cafebaut dark chocolate glaze, white chocolate chantilly

Truffles – 4 each / 3 for 10
rotating selection

Housemade Ice Cream & Sorbet – 5/scoop

TO FINISH

Unsworth Ovation (3oz)	10
***Quails' Gate* Optima 2020** (3oz)	16
Aberlour Single Malt 12 year	16
Laphroaig 10 year	17
Rémy Martin VSOP	19

COFFEE & TEA

***Drumroaster* Coffee**	3.5
***Westholme Tea Farm* Teas**	4

BLACK
Organic Assam, Earl Grey, Masala Chai

GREEN
Organic Green Dragon blended with calendula and ginger

HERBAL
Mystaque peppermint, licorice root, lemongrass, calendula
Minty Nettle peppermint, stinging nettle
Calm Lav chamomile, lavender

The Restaurant at
UNSWORTH
VINEYARDS

SMALL PLATES

Warm Olives – 10
smoke, citrus, chilis, herbs
CHARME DE L'ÎLE

Crispy Vancouver Island Brie – 18
panko, spicy honey, olives, almonds, apple butter
2018 CUVÉE DE L'ÎLE

Charred Sprouts – 15
chili, lime, garlic, grana padano, lemon & herb aioli
2021 PETIT MILO

House Focaccia – 13
whipped *Little Qualicum* feta, truffle
2020 CHARDONNAY

Charcuterie – 35
Whole Beast salumi, selection of cheese, nuts, pickles, olives, bread
2021 PINOT NOIR

Our farm-to-table food philosophy supports numerous local farms and food producers which are highlighted in italics throughout this menu.

SMALL PLATES - CONT'D

Local Clams – 22
house bacon & fennel broth, preserved lemon
add frites – 6
2022 PINOT GRIS

Grilled Romaine Hearts – 14
anchovy emulsion, focaccia, crispy house bacon, grana padano, cured yolk
add chicken – 7
2020 SAUVIGNETTE

Unsworth Green Salad – 13
Wildlow greens, shaved vegetables, sherry vinaigrette, walnuts, farmhouse cheese
2022 PINOT GRIS

Butternut & Apple Bisque – cup 8 / bowl 13
yogurt, pumpkin seed za'atar
CHARME DE L'ÎLE

Unsworth Chowder – cup 15 / bowl 24
vancouver island seafood
2022 PINOT GRIS

Videography

Video

Video is an important and impactful medium to effectively tell the story of Unsworth, most importantly to draw in our audience and develop a greater sense of community and personal relationships with our team.

08.4.2022

UNSWORTH VINEYARDS PART 3

Digital

6

Website
Email
Key Platforms
Consumer Digital Footprint
Editorial Themes
Execution

Website

The Unsworth website is scheduled to relaunch in FY24.

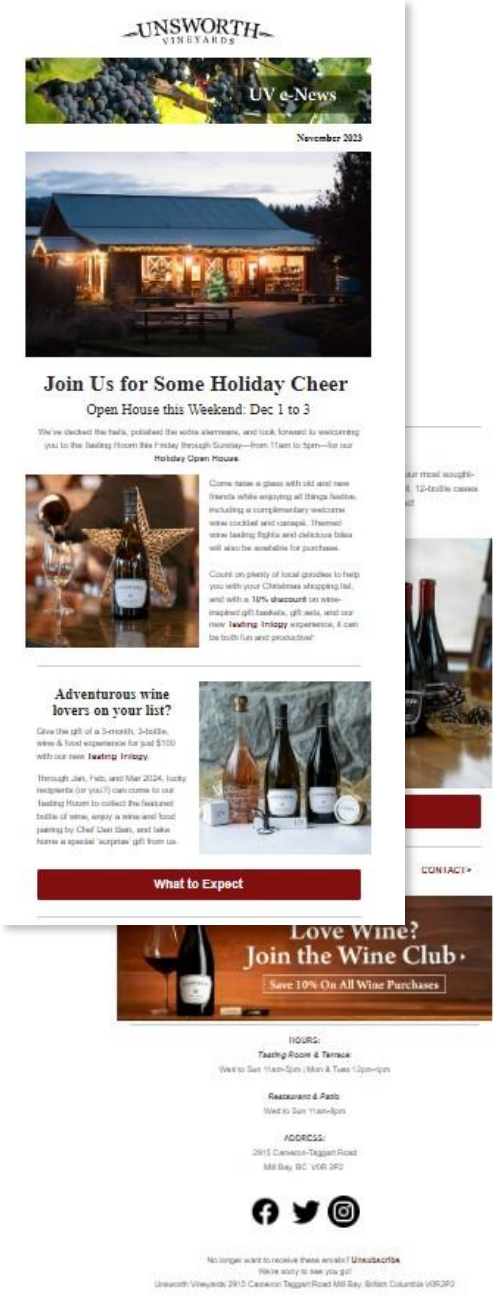
This section will be updated with a complete style guide at that time.

Email

The Unsworth email communication is comprised of targeted templates.

These examples show the current state of Unsworth emails.

ENEWS



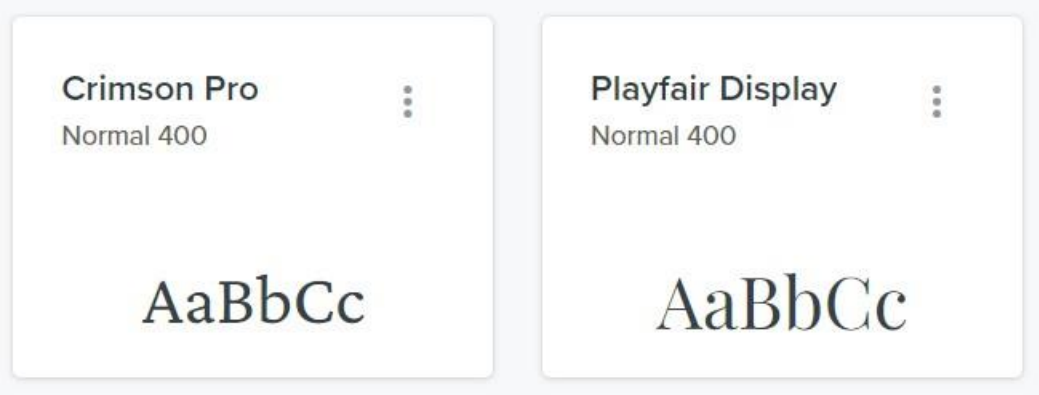
CLUB

CLUB CONT.

Email

Email Standards

Email Fonts



Email

Email Standards

Colours

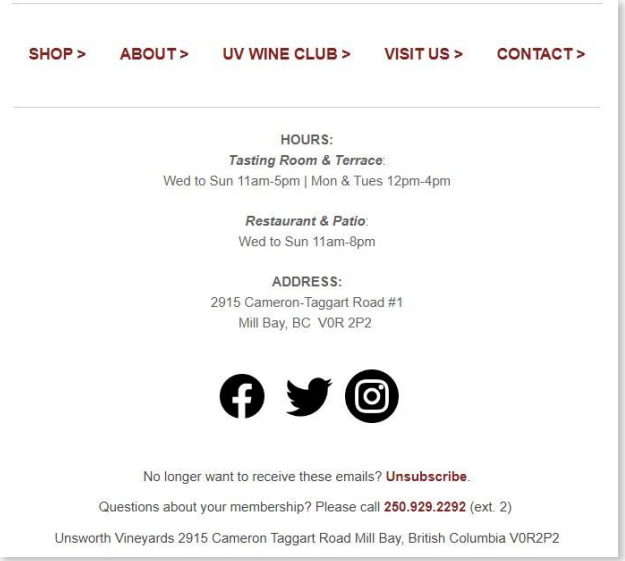
Email

Email Standards

Header & Footer

HEADER

FOOTER



Key Digital Platforms

@unsworthvineyards
4.6K followers

@unsworthv
Discontinued

@unsworthvineyards
5.9K followers

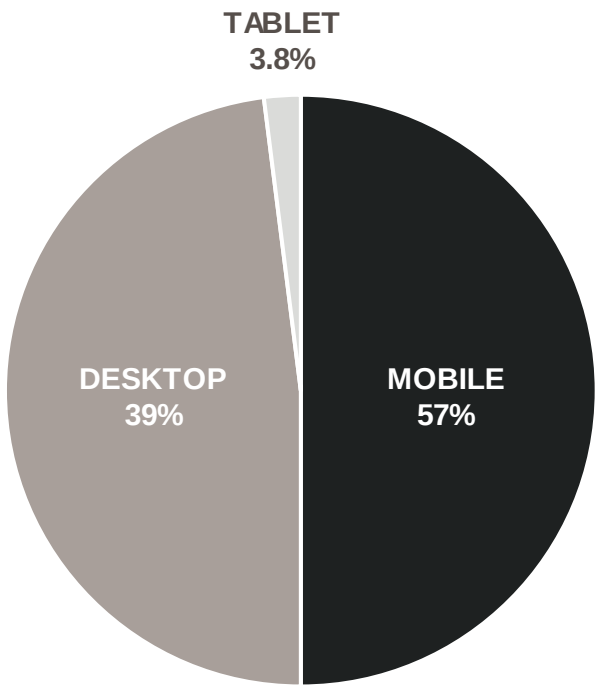
Key hashtags

#unsworthvineyards
#therestaurantatunsworthvineyards

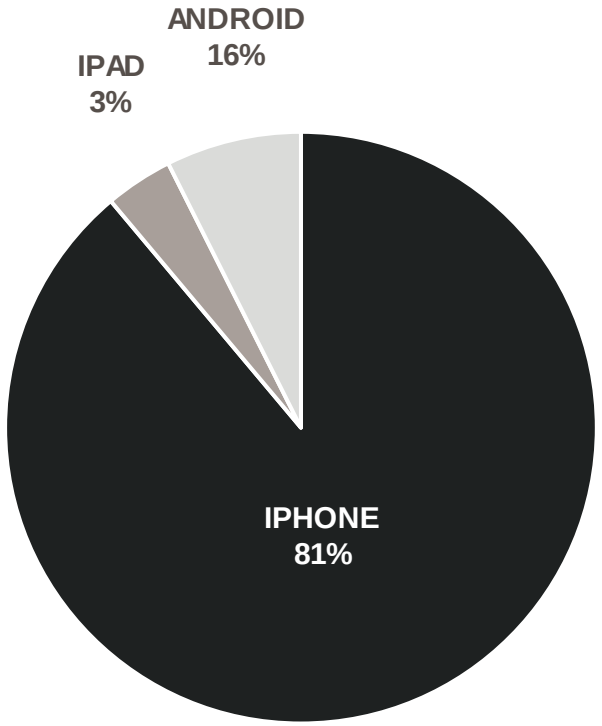
WEBSITE	https://www.unsworthvineyards.com/
TOCK	https://www.exploretock.com/unsworthvineyards | https://www.exploretock.com/therestaurantatunsworthvineyard (need to add the s)
YOUTUBE	n/a,
GOOGLE BUSINESS	https://www.google.ca/maps/place/Unsworth+Vineyards/@48.6602979,-
TRIP ADVISOR	https://www.tripadvisor.ca/Attraction_Review-g499155-d6942906-Reviews-Unsworth_Vineyards_Tasting_Room- Mill_Bay_Cowichan_Valley_Regional_District_Vancou.html

*as of May 2, 2023

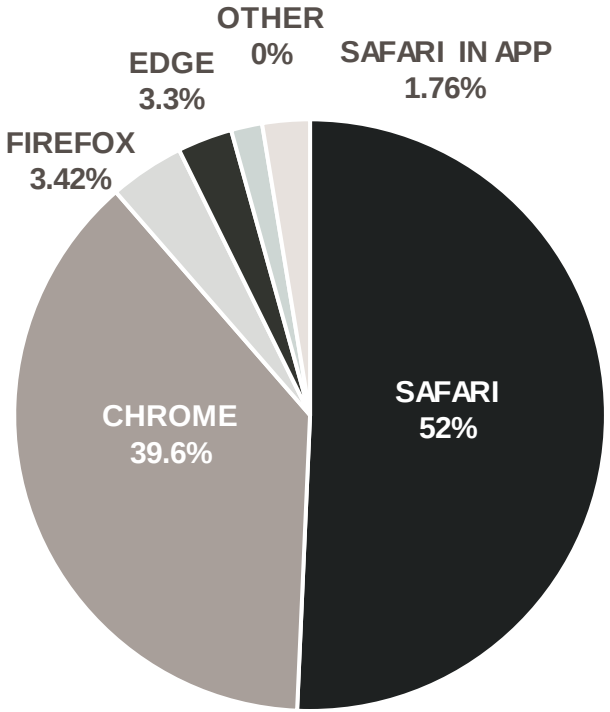
Consumer Digital Footprint



Device



Mobile



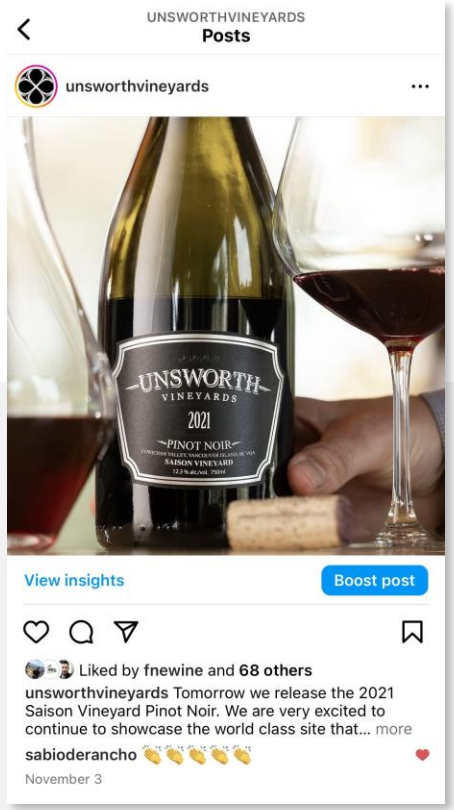
Browser

SOURCE: Google Analytics as of December 12, 2023 (YTD)

Editorial Themes

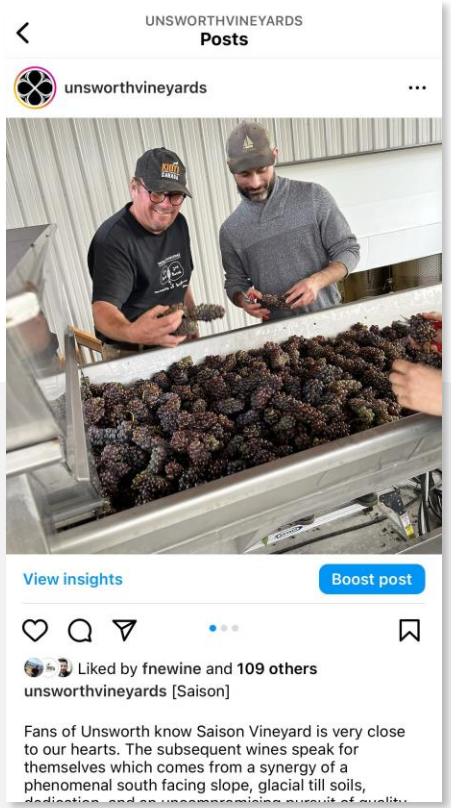
Lifestyle

As you journey to Unsworth, an extraordinary feeling of comfort and elegance emerges. Our photography is centered in that same feeling by coupling lush, heightened aesthetics with relaxed and informative language.



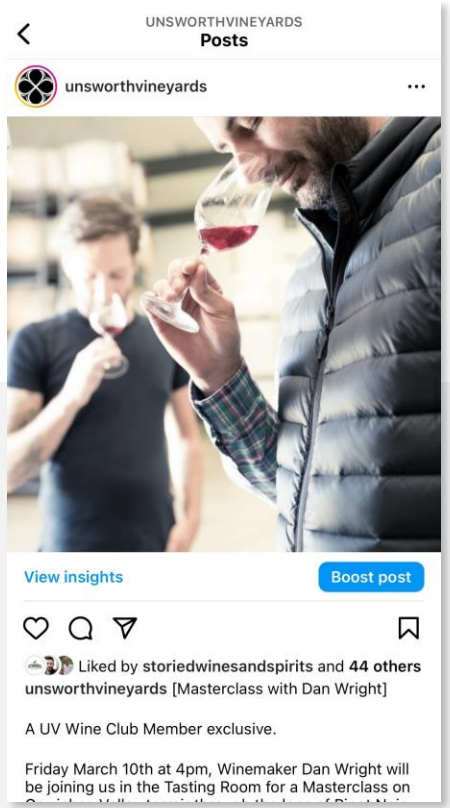
Community

Our commitment to quality wine, friendship, and family is the ethos of our community. Our wine uniquely fosters connections amongst our team, members and visitors, often captured naturally and candidly.



Dan Wright, The Team

As the Unsworth legacy continues with Dan Wright at the helm, we will showcase his depth as a winemaker and the leader of our crew. The entire team embodies high energy, and we will continually highlight their spirit.



The Restaurant

Our wines are the perfect close to great food. Not always required to have a bottle shot, the synergy of food and wine and casual elegance at The Restaurant At Unsworth Vineyards is something to celebrate.

Execution - Layout

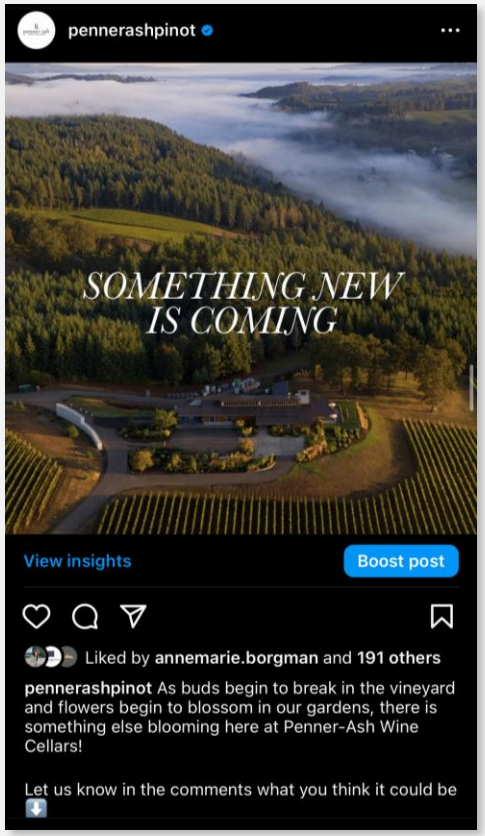
Graphic overlays

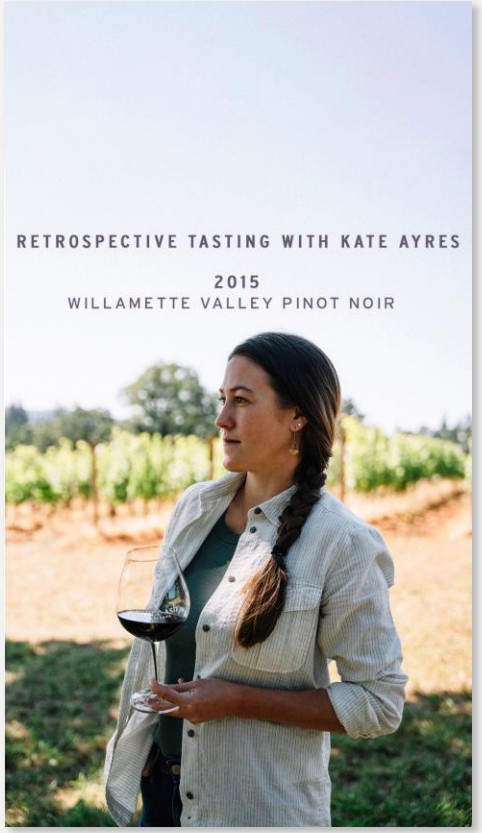
When using logos (Unsworth, events/partners, Tock, etc.) logo should small, simple and contrast from the background image.

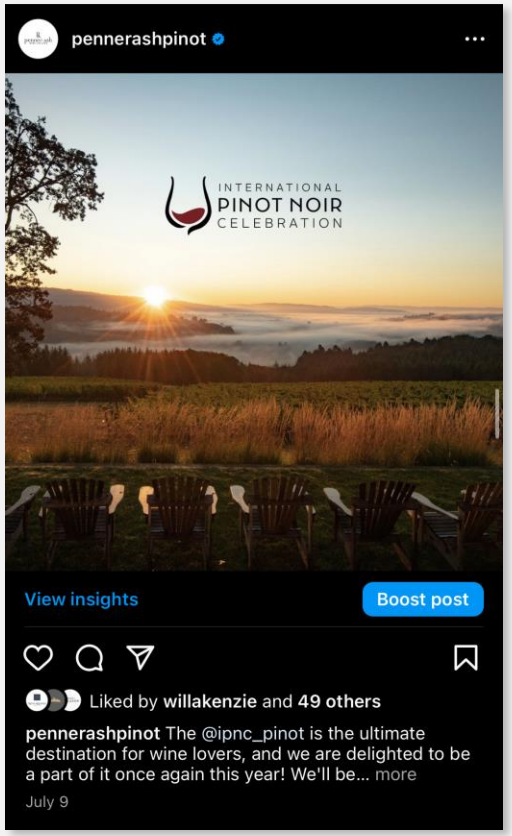
**Unsworth examples unavailable. Examples from Penner-Ash*

Graphic content

- Brand fonts used are Crimson Pro and Playfair Display
- We want the image to be the star
- Link, location, and mention stickers should be non-invasive
- Add featuring details if we know what wines will be at the event.



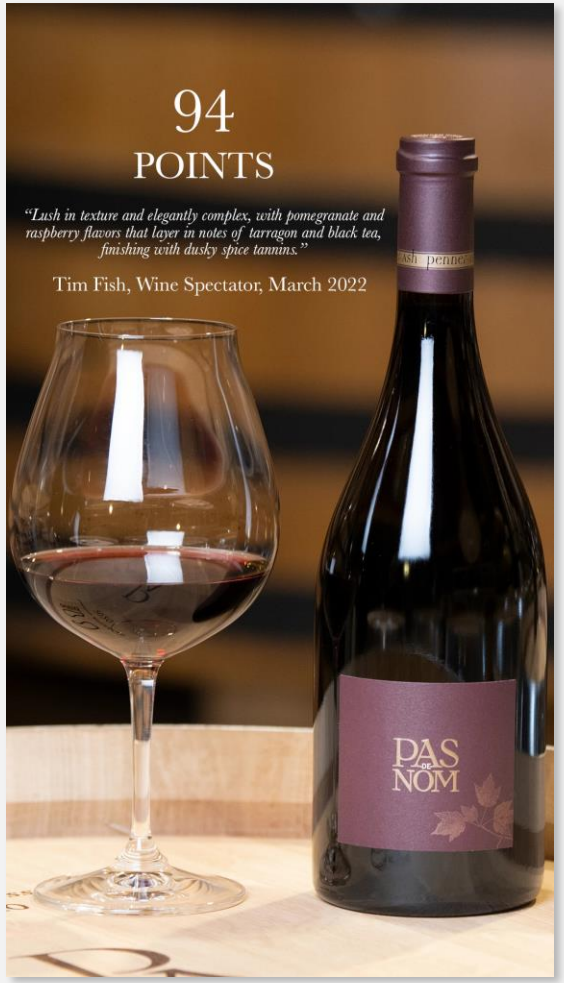


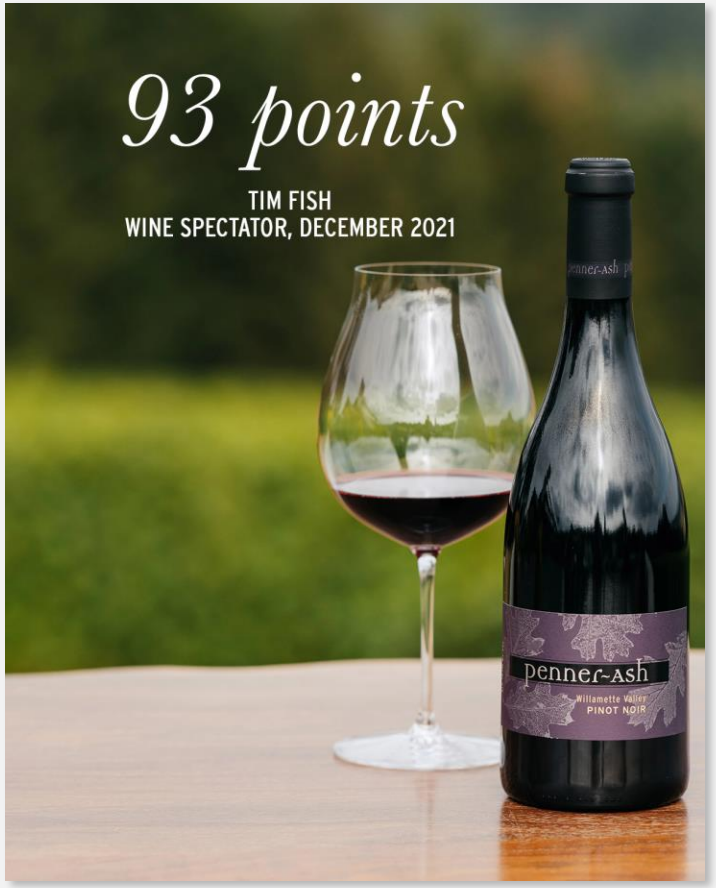


Execution - Layout

Acclaim

- Call out rating and/or quote in contrasting colour to ensure it pops off the visual
- Add reviewer, website, and month/year of review beneath score in smaller font, let the score shine
- If logo is used, it should be one color, if possible.
- **Unsworth examples unavailable. Examples from Penner-Ash**





Execution – Post Copy

We use beautiful, yet concise storytelling language to articulate a feeling of home to all our followers and fans. Whether someone is an aficionado or a novice, they can receive the message.

Abbreviations, emojis, and internet slang should be kept to a bare minimum, however, enthusiasm is rampant in our dialogue.

We match the energy of commentors on posts with a grateful tone.

unsworthvineyards [sablefish mosaic]

leek ash, carrot risotto, pistachio & bull kelp granola, buttermilk & dill vinaigrette

This new dish is going over extremely well with guests. The richness of the fish and earthiness of the carrots and pistachio are perfectly balanced by the brightness of the vinaigrette. Naturally, it goes well with Cowichan Chardonnay!

unsworthvineyards [Mark Wachtin]

More like family than anything else, our dear friend and colleague Mark has been waving the Unsworth flag on Vancouver Island for the past decade. Between his keen insights and stalwart belief in always putting the customer first, Mark is an inspiration to us on a constant basis.

Liked by **storiedwinesandspirits** and **57 others**
unsworthvineyards [tasting trilogy]

A 3-month, 3-bottle, wine & food experience!

Adventurous wine lovers on your list? Give the gift of a our new Tasting Trilogy—a 3-month, 3-bottle, wine & food experience for just $100.

Through Jan, Feb, and Mar 2024, lucky recipients (or you?) can look forward to coming to Unsworth Tasting Room to, collect the featured bottle of wine, enjoy a wine and food pairing by Chef Dan Bain, and take home a special 'surprise' gift from us!

Contact

Sales & Marketing
Chris Turyk

THANK YOU