

Reaching Potential: Listening and Speaking Videos



The Origins and Branding of Indigenous World Winery Video Transcripts



THE UNIVERSITY OF BRITISH COLUMBIA

English as an Additional Language Programs

Okanagan School of Education

Reaching Potential: Listening and Speaking Videos Level IV

Post Secondary Education Skills: Upper Intermediate English

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This project was funded, in part, by the UBC Okanagan Open education Resources Grant Program.

Published by:

English as an Additional Language Programs

Okanagan School of Education, University of British Columbia

1137 Alumni Avenue

Kelowna, British Columbia V1V 1V7

Cover Page: Photo by [Jim Harris](#) on [Unsplash](#)



Transcript

NICOLE: Hi everyone, I'm Nicole, and this is Don. And we're here at Indigenous World Winery in West Kelowna. And we're going to be speaking with Ryan, who's the sales manager here and he's going to be telling us about winery business in the Okanagan.

DAN: Yeah great! Here are some interesting facts about the Indigenous World Winery and what makes this place so special. Firstly, the concept of the Indigenous World Winery emerged as the owners combined the beauty of the Okanagan valley and the local Syilx peoples' stewardship of the land here.

NICOLE: Wow! And what makes the wine here so excellent is this land right? It it's extraordinary.

DAN: Sure is. I hear that the the Indigenous World winery staff like to say when you drink the wine here, you're drinking the fruit of the land that supported the local Syilx people for 10,000 years.

NICOLE: That's awesome. I'm excited to check it out.

DAN: Yeah me too.

RYAN: Back in 2010 after the Vancouver Olympics, ah, Robert and Bernice Louie, who are the owners of the winery, were sitting in their kitchen looking down on their property and they, they realized there's a huge appetite for Indigenous based tourism ah especially in a in British Columbia. But it's the appetite part is national and international. And so the Louies wanted a way to bring people together ah in a comfortable way to share a little bit of the story of their culture, their language, and their people and they looked down their vineyards and being wine lovers themselves, thought wouldn't it be great if we had a winery. That's a great way to bring people together – ah having wine is really a great snapshot of what's going on in the valley at the time and where its coming from. So you can taste the terroir, you can taste the season, ah and these lands have nurtured ah the Okanagan people the Syilxian people for thousands and thousands of years so what a great way to share the land with everybody else in the world by producing a product that you can taste the land. And so Indigenous World was born. And we've got the brand out there. The winery's grown almost three-fold since 2016 when we first opened our doors. We're producing 3000 cases a year. We're up to 9-10 thousand cases a year so that's very significant growth in just under six years, so very very proud of that. Many of the wines have won a number of awards. We are very much in the growth stage as well being a new winery. There are roughly 20 new wineries a year open every year in British Columbia. So being that we're still a young winery, we've only been open for, this is going into our sixth year. 120 wineries have opened up since we've opened up, so that's a lot of wineries.

NICOLE: So, we are here in the vineyard. Could you tell us what makes this area kind a the best for growing grapes?

RYAN: Well, it's the rich soil, the warm weather we have in the Okanagan. Ah one of the beautiful things about the Okanagan is the diversity of soil and weather. So there are a lot of



small micro-climates in the area. So there's these neat little pockets everywhere throughout the valley where there's a great expression of terroir, so you have alluvial fans, you have silica, you have granite rock, and all these different things contribute to different flavours in wine. Ah the wine industry here in the Okanagan is very umm, so you think of new world wines say Australia or California, those wineries are still 250 years old. Ours is a baby by comparison- it's maybe 40 years old, so we have not been producing wines here very long. So we are very much in the pioneering stages.

NICOLE: So what do we have going on here Ryan?

RYAN: This is where the magic happens. This is our cellar. So the way wine making works is in the fall, we harvest grapes. They come in, they get crushed, the grapes and the juice go into these tanks where we add yeast. The yeast ferments the sugars in the grape juice and that basically is wine. So, these tanks in the fall will be full at various levels full of wine being fermented turning into the beautiful beverage that we all love and adore so much. (Wow!)Currently, we are getting ready to bottle a bunch of wine being it's the off season, so the vineyards are still growing, We don't have grapes coming in. So this is the time of year where you're generally finishing wine and bottling it. We are just getting prepared for that ah for next week so be bottling eight new wines next week. So these tanks will get emptied onto a bottling line that comes to the facility here and the juice goes into the bottling line and comes out in bottles where we can deliver it to the customers, so they can enjoy it worldwide!

NICOLE: That's awesome!

RYAN: Ah I mean a lot of people think of the wine industry as very glamorous with a lot of parties and fancy dinners and things, but really winemaking is farming is what it is. 90% of the work is done in the vineyards uh the rest of it is done in here. But it's a lot of hard work, a lot of late nights, and long days.

NICOLE: Well we're so glad you do all that hard work!

RYAN: Yeah I bet you are! Yes.

NICOLE: Alright, so Ryan what do we have going on here?

RYAN: These are Charmat tanks. So these are specialized fermentation tanks that are used for making sparkling wine. Two years ago, we decided that the Muscat in our vineyard would make an excellent sparkling wine, and so we purchased these tanks to begin a sparkling wine program. The sparkling wines are named after the women in the Louie family. And the Muscat grapes that we grow here and ferment in these tanks to make into sparkling wine we call it Ho-We-Nam Ho- We- Nam which means hummingbird in the Syilx language and that is the traditional name of the eldest daughter in the Louie family-Cassina Louie.

NICOLE: Is there anything else that you do that kind of incorporates the Syilx language or maybe the culture?

RYAN: Yeah so we have four wines currently with a fifth coming down the line that are named after family members. So our entire sparkling wine program is named after women in the Louie

family. Sort of the idea is to highlight the importance of women in indigenous cultures ah so the first two sparkling wines were released, La’P Cheet and Ho-We-Nam Ho- We- Nam were both named after the two daughters in the Louie family. And then we have a third sparkling wine which will be a traditional style more similar to champagne and that’ll be named after the mother and that will be called ‘Simhiken (Sim-He-Kin)’, which means mother grizzly bear protector.

NICOLE: Oh wow!

RYAN: Yeah.

NICOLE: It's so amazing that you are incorporating the Syilx kind of language and culture into this winery.

RYAN: Part of what we wanted to do here at Indigenous World was share some of the language and culture of the people and the names are a great way to do it because there are some beautiful words that have beautiful meaning that we don’t have in English language. So La’P Cheet for example, which is our sparkling rose wine, La’P cheet translates to the shimmer of the sunlight on the rippling water in the river spillway. They have a word for that!

NICOLE: Wow that’s so beautiful!

RYAN: Yeah

NICOLE: Wow look at this machine Ryan.

RYAN: A thing of beauty isn’t it?

NICOLE: Yeah it is. What what does it do? Can you tell me about the process?

RYAN: So this is our 500 L Mueller still. It’s a combination still so there are basically two kinds of stills, there’s a column still... column... and there are pot stills which are large pots with a neck on them. This is a combination or a hybrid still. Ah capacity of about 500 L. So the way this works is, we take the ah fermented we call it low wine umm or wash uh and we add it into this. We heat it up to just above 70 degrees where alcohol starts to evaporate and it goes from the kettle through these columns. Each one of these columns has a copper plate in it. So each one of these windows has a plate in it. The alcohol vapors go back and forth across the plates, taking out the impurities, and at the end we get a distilled product come out this little spout here. And this bucket catches it.

NICOLE: Oh wow! And does it do this process on its own or are there certain ... things to adjust?

RYAN: You need a person to oversee it. It’s not a fully automated process. That’s where our distiller comes in to play. Colin Werts is our distiller, amazing guy has already won us a couple of awards in the first year that we’d been operating. Umm yeah it it requires some refining as you go along there ah are steps that you have to take. The beginning of the fermentation ah process you can’t use that product, the end of the fermentation you can’t use that, so you really need the heart, you can’t use the heads or the tails ah and so someone has to oversee this

distillation process to make sure that we're not putting substandard product or potentially poisonous product into ah the products released in the bottle.

DAN: Um so, Ryan I was wondering, when designing your labels and your logo what were some of the thoughts and strategies that went into the creating process?

RYAN: A lot of thought went into the design of the labels. So ah First and foremost, we wanted I to be classy with sort of a traditional feel so sort of like a French or Italian style, but we didn't want to be just like them. Umm there weren't a lot of traditional images umm that there are with the interior the Okanagan people the Syilxian people, so we chose animals that had some cultural significance, so we chose the bald eagle, and the owl, and the black bear, and the red fox and a number of different animals that are important and we combined that with the design of the labels.

DAN: This label looks special. Can you tell me about it?

RYAN: You will see Hee Hee-Tel-Kin is really our signature wine. It's what we're most well known for. And on the label you will see a picture of an elk standing on its hind legs at an old fashioned wine press and that is a representation of Trenton learning how to make wine.

DAN: It's an amazing venue here, like the view is stunning over there looking out at like the Okanagan valley. I was wondering if you could tell us about some of your operations and the event planning?

RYAN: We we have done live music in the summer on our our beautiful patio that wraps around the building here for people to come and sit on the patio and enjoy the view and a nice glass of wine in a casual setting. We are able to do small weddings we do host a number of wine club ah events so our wine club is one of the most flexible in the valley and allows you to choose the wines in your shipment twice a year. We do from time to time offer some small discounts so for National Indigenous First Peoples day on June 21st we'll have ah some things going on then as well.

RYAN: Well Nicole, Don, I want to thank you both for coming out today and ah learning all about Indigenous World Winery. Ah there's one more thing I want to leave you with though before you go and that's the cheers here at Indigenous World. So whenever we finish up, we like to say something that has some meaning to the Indigenous people here and so sbehoos your sbehoosa is your heart or your center or your being and "huskt" means happy or good or well. So, we like to say "huskt-sbehoos" that means good heart or or happy health. So to both of you "Huskt-sbehoos"...

DAN/NICOLE: Huskt-sbehoos!

NICOLE: Wow Don that was so much fun! I really liked walking through the vineyard and just seeing the land that produces this excellent wine, and I liked the process that went in behind it too. Yeah. What was your favourite part?

DAN: My favourite part was checking out the labels. I really appreciated how each label told a kind of story and showed a local animal and had the, the local Syilx language word for that animal. Yeah that really impressed me.

NICOLE: Yeah I think we have to come back and bring all our friends. What do you think?

DAN: Yeah, I think so too. I think they're gonna love it!

NICOLE: I think so too!