



The Bronson Family Winery

MISSION

At The Bronson Family Winery we craft superb wines,
driven by the lasting memories and meaningful connections
created around a remarkable glass of wine.

VALUES



HOSPITALITY



INTEGRITY



SERVICE



SYSTEMS



TRANSPARENCY

VISION, JAN 2024

The Bronson Family Winery is the most welcoming tasting and dining winery in the Okanagan Valley.

CRITICAL SUCCESS FACTORS

1. Ensure every winery customer leaves with a great wine and/or a great memory.
2. Develop skeleton procedures and protocol manual by end of 2022.
3. Prioritize salary, incentive and educational investments in personal, starting with GM.
4. Continue significant investment in sales and marketing of our flagship Rose through a broader relationship with our wine rep.
5. Have patio ready to receive dining guests and partner with food truck or trucks for Summer 2022.