

## Norman Cole - Owner Artus Bottling Ltd

Norm, a member of British Columbia's wine industry since 1997, is the founder, owner, and president of Artus Bottling Ltd. With a background in chemistry, Norman dedicated the initial years of his career (1997-2005) to a pioneering estate winery in the Southern Okanagan. There, he was part of a team that oversaw wine production, managed budgets, spearheaded marketing initiatives, and engaged in strategic long-term planning. His contributions included instituting an in-house sensory panel for quality and competitive analysis, enhancing harvest systems, and advising on laboratory setups. Beyond his operational expertise, Norman has been a judge for wine festivals and industry research, underscoring his comprehensive knowledge of the field.

In 2005, recognizing a shift in the market, he launched Artus Bottling to meet the burgeoning demand for sophisticated bottling solutions, including the application of modern screwcaps. Under his guidance, Artus has expanded significantly, now featuring an array of bottling trucks, a licensed co-packing facility, and a commercial winery. The company has diversified its offerings to include canning, keggering, and co-packing for ready-to-drink cocktails and non-alcoholic beverages, reflecting Norman's forward-thinking approach to business growth and innovation.

Norman's hands-on experience in producing sparkling wines through various methods is particularly relevant to his forthcoming presentation at the conference, where he will illuminate the different production techniques for the Wine Growers of Vancouver Island. Owning a small vineyard in Naramata himself, Norman embodies a comprehensive spectrum of industry expertise, from viticulture to wine production and marketing.

Established to serve the needs of British Columbia wineries, Artus Bottling has flourished under Norman's leadership, evolving from its humble beginnings with a single mobile bottling trailer to a multifaceted service provider in the wine industry. Norman Cole's career is a testament to his passion for wine, his entrepreneurial spirit, and his commitment to advancing the wine industry in British Columbia.