



Media Release

For Immediate Release

First Annual Business Conference and Tradeshow for Distilleries, Breweries, Cideries, and Wineries Coming to Penticton on November 7, 2018

Oliver, BC (August 21, 2018) – The Business Alliance for Artisan Fermenters and Distillers is hosting the first annual, one-day **Business Conference and Tradeshow for Distilleries, Breweries, Cideries, and Wineries** in Penticton on November 7, 2018. This exciting new event, aptly named “Fortify” will focus on programming that will help owners, executives, managers, and leaders explore ways to strengthen their businesses.

The agenda will feature presentations and workshops on business topics including finance and operations, human resources, government/regulatory, sales and marketing, and more. The event will feature a keynote address, panel discussions, workshops, social events, and a 7100+ sq.ft. trade show with industry trade suppliers displaying products and services. With a focus on ways to enhance and improve your business, this event will be of interest to managers, owners, executives, leaders, and growers.

“Fortify was established to fill a need across industries for education, training, and network opportunities to help BC’s breweries, wineries, distilleries, and cideries affordably access valuable business supports and tools to increase viability and profitability,” noted Fortify planning committee member Geoff McIntyre of MNP. “MNP saw an opportunity to support the evolution of the Industry Roundtables that MNP has hosted with Farm Credit Canada for wineries as many of the operational challenges wineries face exist in other sectors as well.”

A first of its kind in BC, Fortify brings together subsectors in the alcohol producers community. The benefit of this event is evident to BC Craft Brewers Guild Executive Director Ken Beattie who stated “A conference for locally-owned and operated B.C. alcohol producers is long overdue and will result in strengthening our already vibrant and growing community. “

The tradeshow will feature 40 exhibitors showcasing products for the industry sectors.

Visit www.fortifyconference.ca or contact conference coordinators Carolyn MacLaren at dcmaclaren@shaw.ca or 778.878.6145 and Sandra Oldfield at s.oldfield@elysianprojects.com or 250.498.9046 for more information.