



Fortify conference postponed

Fourth annual conference for those in the business of fermenting and distilling will take place in 2022

Penticton, BC: For immediate release December 16, 2021: While the third annual Fortify Conference, like many other professional development events, took place virtually in 2020, the fourth Fortify has been rescheduled to November 14 and 15, 2022.

Planned for this coming January, organizers felt the decision to re-schedule to later in the year and be able to safely hold an in-person conference and trade show was a better option, and took into consideration several current challenges.

“While we know the value of bringing members of the beverage industry together to collaborate, share ideas, and make business connections is critical as we all continue to adjust to numerous factors, given the highway situation in the Interior and fluctuating pandemic protocols we think this a responsible decision,” says Sandra Oldfield of Elysian Projects, co-founder of the conference.

Fermenter, brewer, or distiller, the annual Fortify Conference is aimed at those in the business of creating products, by-products, and business products related to brewing, fermenting, and distilling, and has been hosted by the Penticton Lakeside Resort and Conference Centre prior to COVID.

“The intention is to return to Penticton in-person next November,” continues Oldfield.

While the full conference won’t take place as scheduled, a series of online webinars is being planned, with presenters and topics to be announced soon.

Webinars, which will be free to attend, will be held via Zoom on January 13 and 24, and February 10 and 24, and will focus on collaboration, innovation, and resiliency.

Prior Fortify attendees will be sent invitations to register for these webinars, but anyone interested in learning more is encouraged to sign up for the conference’s e-newsletter at fortifyconference.ca, or follow Fortify on Facebook, Instagram, and Twitter.

Fortify was established to fill a need across industries for education, training and networking opportunities to help B.C.’s breweries, wineries, distilleries, and cideries affordably access business supports and tools, and is coordinated by the Business Alliance for Artisan Fermenters and Distillers and builds on the popular Wine Industry Roundtable previously hosted by MNP LLP and Farm Credit Canada, who are the event’s foundational sponsors along the B.C. provincial government’s Buy BC program.

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FOR MORE INFORMATION: Conference Coordinators

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