



Fortify Conference returns

Fourth annual conference for those in the business of fermenting and distilling scheduled for November 15, 2022

Penticton, BC: For immediate release September 22/22: After a virtual version in 2020 and a series of well-attended webinars held earlier in 2022, organizers of the Fortify Conference are looking forward to the return of its in-person conference and tradeshow on November 15.

Fortify will once again hold its one-day event at the Penticton Lakeside Resort and Conference Centre, and will also hold a winery-specific pre-conference industry night seminar on November 14 at Time Winery in downtown Penticton.

“The value of bringing members of the beverage industry together to collaborate, share ideas, and make business connections is paramount as we all are working on post-pandemic recovery and rejuvenation, says Sandra Oldfield of Elysian Projects, co-founder of the conference, “and we know many attendees may just be happy to see their colleagues in person again.’

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 is the only multi-sector event of its kind in the province.

The day will feature a number of presentations addressing three themes: sales and marketing, finance, and human resources, as well as the return of the popular fast-paced lightning talks. The latter will focus on resolving common business challenges with innovative solutions.

Beginning with a plenary session on pricing strategies, delegates can then choose from three concurrent sessions in the morning and again in the afternoon, and the day will wrap up with a concluding plenary on planning for shifting consumer preferences.

“We’re packing a lot in, but have also made sure everyone has time to reconnect while they explore the tradeshow at breaks and at lunch,” adds Oldfield.

There is also a post-conference evening social scheduled to take place at Cannery Brewing.

Delegate registration is now open online, and an early bird price of \$150 (plus GST) per person is available until September 30; it then increases to \$180 per person or \$160 per person if four delegates or more from the same organization register together.

Exhibitors are encouraged to book a booth early, as tradeshow space is limited, and can register online.

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. It builds on the popular Wine Industry Roundtable previously hosted by MNP LLP and Farm Credit Canada.

-30-

FOR MORE INFORMATION: Conference Coordinators

Sandra Oldfield | 250.498.9046
s.oldfield@elysianprojects.com

Carolyn MacLaren | 778.878.6145
dcmaclaren@shaw.ca