

GoMedia 2019
British Columbia
Red, White, and Brew: Evolution of BC's Wine Country
Post-Tour
August 15-19, 2019

Tour theme: Evolution of British Columbia's Wine Country

Tour description: The Okanagan is the birthplace and epicenter of British Columbia's wine industry. Thirty years later, BC's wine country has seen exponential growth and evolution. Kelowna and Penticton invite you to explore the newest faces and offerings of the industry in their destinations, particularly those leading the urban winery movement and contributing to the vibrancy of the cities' urban centres.

Complementing the established wine industry in both cities, craft breweries have found their stride and continue to boom (In 2019, Penticton will be home to seven craft breweries and Kelowna will see more than a dozen). In fact, in 2018 Expedia named Penticton as the 2nd Best Beer City in Canada. Again, focus will be on the impact craft brewing's natural evolution in the region has made on the destinations' downtown cores; creating must visit beer hubs.

As if that wasn't enough, both Kelowna and Penticton are experiencing a surge in their culinary scene, boasting innovative and inventive dining options from chefs committed to the locally sourced principal, many helming culinary programs at wineries and breweries. Red, White and Brew will have media sipping, slugging, and sampling the Okanagan's best and brightest.

Physical restrictions and fitness level required: While this tour is not overly strenuous, participants must be of "fair" physical fitness.

Additional considerations:

- Wi-Fi: Yes
- Cellular phone service: Yes
- Extensive road travel: The number of hours per day one can expect to be travelling on highways is 2 hours
- Dietary restrictions: Participants should advise if they have any dietary restrictions or food allergies
- Single accommodation: Included at each hotel
- Three meals per day are included: It varies - it is clearly noted on the itinerary
- Travel days (day of arrival) includes: One meal
- Travel days (day of departure) includes: One meal
- Alcoholic beverages: Tour will include one complimentary alcoholic beverage with each evening meal
- Non-alcoholic beverages: Included with every meal
- Transfer to and from airport/train station: Included

Tour itinerary:

Day 1 – Thursday, August 15

- 8:45 am - 9:00 am Media depart Ottawa via Air Canada (AC343) or WestJet (WS615)
- Afternoon Arrive in Kelowna from Ottawa (via Vancouver). The group will be met and transferred to the hotel.
- Check-in to [Delta Hotels by Marriott Grand Okanagan Resort](#)
- Dinner [RauDZ](#) in downtown Kelowna (media will be given option of attending after a long travel day)
- RauDZ Regional Table in downtown Kelowna is owned and operated by the award-winning team of Chef Rod Butters and Audrey Surrao. They are leaders in the use of organic, sustainable and naturally raised ingredients and concentrate on pure, simple flavours with fun presentation. To see the backbone of RauDZ, you only have to look as far as the kitchen where the talented, hard-working group of chefs carry out Chef Butters' vision. Their Liquid Chefs' unique creations use fresh and seasonal ingredients in their award-winning cocktails.
- Overnight [Delta Hotels by Marriott Grand Okanagan Resort](#)

Day 2 – Friday, August 16

- Morning Kayak on Okanagan Lake; Kelowna has a newly established Paddle Trail spanning 27 km of shoreline.
- Waterside patio breakfast at [OAK + CRU Social Kitchen and Wine Bar](#)
- OAK + CRU Social Kitchen and Wine Bar draws its inspiration from the bounty of the Okanagan Valley, which includes over 300 wineries and an abundance of local food producers and artisans. We are located on the water and in the heart of downtown Kelowna.
- Afternoon Urban walking tour to showcase Kelowna's thriving downtown breweries and tasting rooms, which may include [Ricco Bambino](#), [Sandhill Wines](#), [BNA Brewing](#), [Kettle River Brewing](#) and [Vice and Virtue Brewing](#) (final visits to be established upon confirmation of tour). Lunch stop included in day.
- Take time to rest and recharge
- Evening Happy hour drinks followed by dinner at [CedarCreek Estate Winery's](#) newly opened dining room Home Block
- Overnight [Delta Hotels by Marriott Grand Okanagan Resort](#)

Day 3 – Saturday, August 17

- Morning Cycle Abbot Corridor to breakfast at [Waterfront Café](#)

We're here to serve the community of Kelowna; whether it's a quick stop on your way to work or a place to decompress and stay connected. Enjoy a satisfying meal or a deluxe pastry. Each item on our menu is made by hand and from scratch, crafted together from years of experience and chef collaboration. Waterfront Café & Catering provides Kelowna with a beautiful spot for great tasting food, made from and inspired by quality.

Visit lakeview vineyards and have a tasting on the [Westside Wine Trail](#)
Beer flights in West Kelowna

Late morning Travel to Penticton

Lunch We'll grab lunch along the way of if arrival is before noon, a stroll through one of the biggest Farmer & Street markets in BC on Main Street close to the Lakeside Hotel, experience local wines, produce, entertainment, food and more. The market has been a favourite for many years.

Check into [Penticton Lakeside Resort Hotel & Conference Centre](#)
Change into comfortable active-wear.

Afternoon Let's Take A Tour! Experience a Craft Brewery and Winery tour of downtown Penticton, while riding as a group on a 12-seat group bike from [Smile Cycle Tours](#). Easy for everyone, we will experience two craft breweries (a third may be ready by August) and the new Time Winery all located downtown. We'll also cycle along Lakeshore Drive down to the SS Sicamous historic paddle wheeler and back to your hotel to freshen up.

Enjoy a nice break on your own before dinner

Dinner A scenic dinner at [Poplar Grove Winery Vanilla Pod Restaurant](#) overlooking the city. Optional pre-dinner drinks on the patio at the Lakeside.

Overnight [Penticton Lakeside Resort Hotel & Conference Centre](#)

Day 4 – Sunday, August 18

Morning We'll start our day off in the cool of the morning with a fun E-bike ride up to the Kettle Valley Railway linear cycle and walking trail. We'll stop at [The Bench Market](#) for a quick breakfast for energy and caffeine top-up. This 35 km round trip follows the historic KVR Rail line and with the E-bikes, easy for just about anyone. Our return ride downhill will include stops at convenient estate wineries and a cheesery for tastings and a delicious patio lunch overlooking the Naramata Bench vineyards.

Afternoon The afternoon will include options of paddle boarding, kayaking or just relaxing strolling the beachside promenade. You choose!

Evening Happy hour cocktails before a dinner at [Play Estate Winery and Bistro](#) overlooking Skaha Lake.

Overnight [Penticton Lakeside Resort Hotel & Conference Centre](#)

Day 5 – Monday, August 19

Breakfast Leisure breakfast in your hotel

Morning Departures from Penticton or Kelowna (transfer to either airport will be provided).

List of recommended items media should bring:

- Walking shoes or comfortable shoe wear
- Clothing for high heat, including hat
- Sunscreen