

# PENTICTON HERALD

The South Okanagan's Daily Newspaper



Tuesday, Mar 25, 2008



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### BREAKING NEWS Alain Bernard, Marleen Veldhuis dominate European swimming championships

#### Microbrewers compare notes at festival

By Staff  
Friday, April 13, 2007

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Close to 7,000 brew lovers are expected to flock to the Penticton Trade and Convention Centre this weekend as the Okanagan Fest-of-Ale continues to turn heads. The 12th annual salute to the suds, featuring the crafts of about 30 microbreweries from throughout British Columbia, Alberta and Washington state, opened Friday evening and continues today from noon to 7 p.m. While brewery crews are kept hopping serving participants, the Fest-of-Ale also provides them a unique opportunity to market their brews and meet others in the industry. Lenka Hawrys, sales and marketing manager of Fernie Brewing Co., said this marks the second year the company has participated in the festival. "We attended last year for the first time and we had super response. Our sales actually grew because of it. We were just launching our product into the Okanagan, and it really, really helped," she said. "It's a great festival. It's one of my favourites for sure." Hawrys said with more and more microbreweries popping up, the public is becoming more eager to try new brews. Fernie Brewing is into its fifth year of operation. Ron Dyck of Cannery Brewing Co. in Penticton said the Fest-of-Ale also provides an opportunity for those involved in the brew business to meet and chat about the industry in general. He noted this year's festival includes three new participating breweries – Jasper Brewing Co., Wild Rose Brewery of Calgary and Russell Brewing Co. from Surrey. "It's a good time for one brewer to talk to the other brewer about common difficulties, common challenges," Dyck said. "Right now, I think all the microbreweries and craft breweries are in an enviable position: we're all growing, but that growth brings challenges. It's not that easy to grow." Proceeds from the festival go to a good cause. Spokesperson Gitta Schoenne said the Okanagan Fest-of-Ale Society last year donated more than \$25,000 to several local charities, with an additional \$5,000 going into a legacy fund established in 2005. Schoenne said advance ticket sales were well up over last year, and only a limited number of tickets for today's event will be available at the door, starting at noon. Admission costs \$20, which includes a Fest-of-Ale glass. Beer tokens, which can also be used for food from participating restaurants, cost \$1 each. Tickets are also good for a \$3 credit on a taxi ride following the event.

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**Opinion Poll**  
What should the city do with the Munson Mountain property?

Sell the property

Lease the property to a farmer

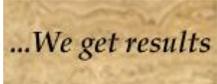
Build ball diamonds on portions as allowed by the ALC

Operate a city-owned orchard for the Peach Festival

Expand Munson Mountain passive park

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Mike Ingraham, Royal LePage Lakefront, luxury homes, commercial

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March 25, 2008,  
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