

TOURISM
KELOWNA

Must-Visit Farm Spots

2025 Advertising Campaign Highlights



● 2025 Farm Spots Program

Using a collaborative approach, farms, orchards, and markets participated in the Farm Spots Program.

A targeted advertising campaign was created and managed by Tourism Kelowna to reach relevant audiences interested in visiting farms, orchards, and markets and purchasing fresh locally grown produce and products using local ingredients.

In addition to advertising, participants received guaranteed organic promotion on Tourism Kelowna channels.



TOURISM KELOWNA

2025 Highlights

Western Canada Audience

Western Living Campaign

- Print article
- Digital article
- Social media organic & paid
- Newsletter ads

Syndicated to BC Living

- Digital article
- Social media organic & paid
- Newsletter ads

TOTAL Reach: +250,000

A Foodie's Fall Favourites in Kelowna

Nothing says extending summer into fall like fresh, local food harvested right down the road—paired with refreshing sips to match. Here are our top 12 dining picks in Kelowna for every type of foodie.

1. 19 Okanagan Known for: *Patio views and casual fine dining*

Overlooking Okanagan Lake and the scenic Two Eagles Golf Course, 19 Okanagan blends casual dishes and shareable plates with fine dining for a meal to re-energize after a day of touring Kelowna.

2. Bliss Bakery – Peachland Known for: *Lunch and fresh baked goods*

Selling more than just muffins and pastries, Bliss Bakery's Peachland location is great for a lunch looking out at the lake eating one of its

sandwiches, soups, lasagnas or shepherd's pie.

3. Broken Anchor Known for: *Sustainably sourced seafood and great gluten-free options*

With 100 percent sustainably sourced seafood, the Broken Anchor's menu includes items from classic fish and chips to tacos, sandwiches, chowders and stews. Celiac and gluten-free folks can also rest easy knowing the restaurant only uses gluten-free ingredients in its fryers.

TOURISM KELOWNA SPONSORED FEATURE



Picnic Wine Cider Tasting in the Apple Tree Orchard at the View Winery

HIDDEN GEM SIPS

Ready to switch glasses up from wine to spirits? Here are 5 spots to sip that (mostly) aren't wineries

Copper Brewing – For Craft Beer
This craft beer and kitchen is your go-to spot for local brew. With 20 house-made beers on tap, a creative cocktail list and a unique menu of quality pub fare (think gourmet hot dogs, a poutine bar and variations on Southern fried chicken sandwiches), Copper Brewing is the place to be any day of the week. Dogs will love it too on the pet-friendly patio.

Luckhurst Farm & Distillery – For Vodka, Gin and Limoncello
For stronger sips, head to Luckhurst Farm & Distillery. Crafting vodka, gin, limoncello and whiskey, there are a few options to sip the spirits, whether it's straight up, to cocktail samples or purchasing a full-sized cocktail on the outdoor picnic area. Don't miss the family farm either (also a bookable venue), home to chickens, mini

lambing goats, ducks, honeybees, giant rabbits and miniature horses.

Meadow Vista Honey Wines – For Honey Wines (Mead)

While technically Meadow Vista is a winery, it also isn't in the traditional sense—and that's what makes this crafter a great place to sample its award-winning mead. Aside from honey wine tastings, check out the Meadow Vista Bistro for some light bites to accompany the honey wine or go on a bee tour to learn about beekeeping and the farm.

Okanagan Spirits (Kelowna and Vernon) – For Liqueur, Whiskey, Absinthe and More
Okanagan Spirits started by distilling premium vodka and gin that reflect the local terroir. The company has since grown, with locations in

Kelowna and Vernon, and even started making Canada's first genuine absinthe in 2007. From drop-in tastings to curated tours (for whiskey lovers, gin aficionados and more), there's a long list of staff picks, new releases and award-winning spirits to sample and shop.

Wards Hard Cider – For Cider
With apple orchards in the Okanagan Valley, Wards' Cider in Southeast Kelowna crafts gluten-free, organic, local ciders. Head to the tasting room to try the local ciders on offer, or shop online from the traditional craft ciders, cocktail ciders and low-calorie tea-infused ciders. This local cidery has been growing for over a century, with original trees planted in the early 1900s still giving fruit today.



Paynter's Fruit Market

4. Bouchon's Bistro Known for: *French fine dining*

Whether it's the tasting menu or dining à la carte, enjoy authentic French cuisine in the heart of Kelowna for an upscale dinner or to commemorate a special moment.

5. Derrick's Steakhouse Known for: *The steaks (of course) and sides made with local produce*

You can't knock the steaks and protein entrées at Derrick's Steakhouse, but don't sleep on the long menu of sides prepared with local ingredients. Also try the thoughtfully curated cocktail menu to raise a glass over dinner.

6. The Galley Known for: *Lakeside marina views and refreshing coffee drinks*

Stop at The Galley at the Kelowna Yacht Club on your lakeside stroll to refuel on the dog-friendly patio,

whether it's with a classic coffee, smoothie (or something stronger like beer or wine), and enjoy salads, sandwiches or house-made gelato.

7. Home Block at CedarCreek Estate Winery Known for: *Wine-inspired dishes with locally sourced ingredients*

With ingredients sourced from local farms, ranchers and the restaurant's own gardens, the Home Block Restaurant's "terroir to table dining" menu takes inspiration from the region's quintessential export (and the restaurant's home base): wine.

8. Maestro's at Marteo Known for: *Mediterranean cuisine with a lakeside patio*

Seafood-inspired, locally sourced and generously flavoured, menu items like focaccia, gyros and pasta at Maestro's bring a taste of the Mediterranean to Okanagan Lake's shores.

9. Sunny's Modern Diner Known for: *Brunch (near the beach)*

From renowned B.C. chef Rod Butters, Sunny's breakfast and brunch menu features some excellent dishes playing with chicken and eggs. And with this spot named after the owner's golden retriever, it's sure to be a joy to eat brunch by the beach.

10. Terrace Restaurant Mission Hill Winery Known for: *Seasonal tasting menus and local ingredients*

As the seasons change, so do the tasting menus at Terrace Restaurant at Mission Hill Estate Winery. This means the meals always stay fresh and inspired by the local ingredients ripe that time of year.

11. The Bread Company Known for: *Bread, baked goods and brunch*

It's in the name: the Bread Company's baked goods and brunch are this bakery and cafe's specialties. Baking has been a family profession with the owners for five generations, too. Don't underestimate the breakfast and lunch menus at this restaurant's three locations either.

12. Waterfront Wines Restaurant Known for: *Being one of Kelowna's original farm-to-table restaurants*

For an adults-only dining experience (guests must be 19+), head to Waterfront Wines Restaurant, where the premium wine and cocktail list pairs with local and organic produce to create flavourful, seasonal plates.

3 FARM MARKETS FOR THE WHOLE FAMILY

Harvest season is in full swing, and these three farm-to-market spots around Kelowna are perfect to find local fruit and groceries for a fall family picnic

Gatzke Orchard – Lake Country

Run by the third generation, Gatzke Orchard sustainably grows over 50 varieties of tree fruits and a range of vegetable crops. Enjoy food grown just 100 metres from you at the farm market cafe, including wood-fired pizza at Pane Vino Pizzeria (have some ice cream too). Be sure to shop for fresh fruits, produce and goods at the farm market open from May to mid-September.

KLO Farm Market – Kelowna

Open seven days a week, KLO Farm Market sells fruits and vegetables grown right on the farm. The store also stocks almost anything local that you can think of, including dairy products, honey, canned goods, hot sauce, jams, dressings, spices and seasonings, farm-raised chicken, homemade pies and much more. Check out the U-pick flower fields for a giftable bouquet you know will last.

Paynter's Farm Market – West Kelowna

Paynter's has been a family farm since 1919 and the market stocks everything from B.C. (including 1000 local B.C. products from over 100 different B.C.-based companies) or grown on their own 40-acre farm. Paynter's also offers farm tours as well as U-pick experiences perfect for the whole family—no need to book ahead.

KELOWNA

Learn more about all of Kelowna's Must-Visit Spots: www.tourismkelowna.com/spots



2025 Highlights

Local Audience

Kelowna10 Campaign

- Specially curated video
- Promoted on Kelowna10 app
 - 4281 Views
- Organic & Paid Social media promotion
 - 11878 Views
 - 8826 Reach



2025 Highlights

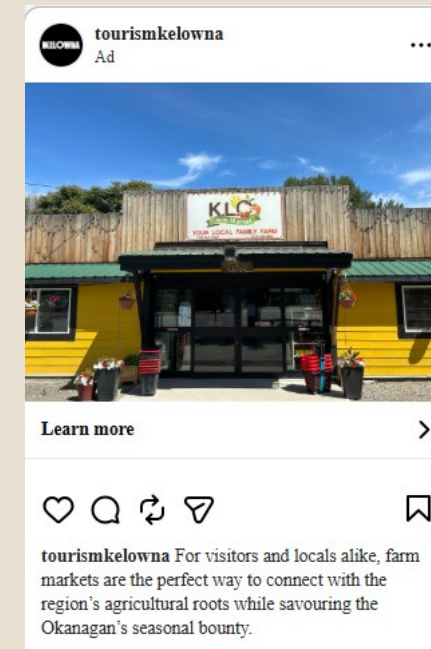
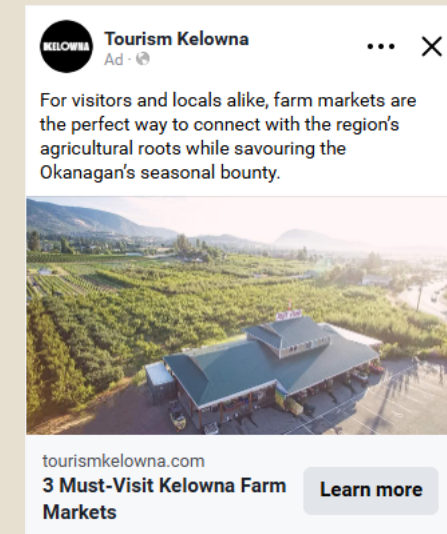
BC Audience

Organic Social

- Views: 15,392
- Reach: 7,800
- Interactions 374

Paid Social Advertising

- Through the Tourism Kelowna Account
- Promoting blog Must-Visit Kelowna Farm Markets for a Taste of Summer
 - Impressions: +161,000
 - Reach: +97,000
 - Engagements: +5200



2025 Highlights

Farm Spots Brochure

- 10,000 copies
- Distributed through:
 - Kelowna Visitor Centre
 - Kelowna International Airport
 - Participating businesses
 - Tourism Kelowna member businesses (when requested)



GATZKE'S FARM MARKET

Gatzke Orchard's bustling 92 year old Farm Market serves Locals as well as Visitors from around the world, each May to September with the diversity of a flourishing Orchard, Farm Market and Bakery. Pane Vino Pizzeria and Pedego E-bike, located on-site.

15688 PELMEWASH PARKWAY, OYAMA | GATZKEORCHARD.COM | 8



KLO FARM MARKET

Your go-to destination for farm-fresh, locally grown produce in Kelowna with fresh seasonal fruits, vegetables, and farm products. Homemade jams, salsas, pies, juices, and more available 7 days a week.

1780 KLO ROAD, KELOWNA | KLOFARMMARKET.COM | 10



PAYNTER'S FRUIT MARKET

Freshly picked fruit from the Okanagan Valley, Paynter's Fruit Market has been farming since 1919. Open 7 days per week from Mid May until Mid November with over 800 Locally made products, 100% BC grown fruit and veggies, ice cream parlour, espresso bar and more.

3887 PAYNTER ROAD, WEST KELOWNA | PAYNTERSFruitMARKET.CA | 11



Here, the land does more than grow food, it tells a story.

YOUR GUIDE TO FARMS, ORCHARDS + MARKETS

KELOWNA

Plan for 2026!

Keep Farm Spots in mind when planning your 2026 advertising.

Your \$1000 buy-in will be matched 50% by Tourism Kelowna.

A \$1000 investment will have you included in a \$25,000+ collaborative campaign, reaching local, regional, and Western Canadian audiences with an interest in food, drink, and travel



For more information contact:
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TOURISM KELOWNA

Tourism Kelowna would like to thank Westbank First Nation and Okanagan Indian Band for the privilege to live, work, and play on the *tr̓x̓w̓úlaʔx̓w̓* (land), that is the unceded and traditional territory of syilx Okanagan peoples, the original stewards of these lands and to whom we give thanks to as our hosts

