TOURISM KELOWNA

Must-Visit Foodie Spots

2025 Advertising Campaign Highlights

2025 Foodie Spots Program

Using a collaborative approach, restaurants, bakeries, cafes, etc participated in the Foodie Spots Program.

A targeted advertising campaign was created and managed by Tourism Kelowna to reach relevant audiences for the food & beverage industry that otherwise would be out of reach.

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

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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

TOURISM KELOWNA SPONSORED FEATURE

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 golfing or 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.

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

Courtesy of tourismkelowna.com – Kori Hagen

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 spirits, 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 fainting 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.

TOURISM KELOWNA SPONSORED FEATURE

Paynters 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 Manteo
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 at 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 bread 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.

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

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, home-made 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.

Courtesy of tourismkelowna.com – Wines of British Columbia

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2025 Highlights

Local Audience

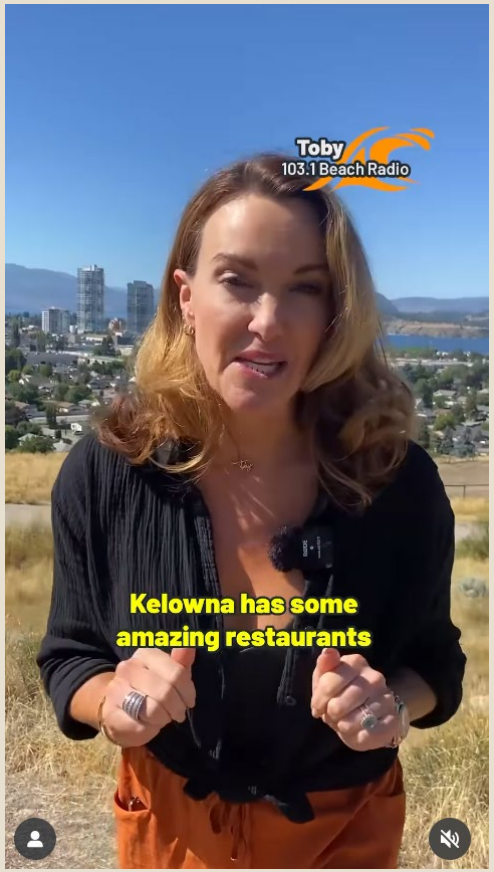
Kelowna10 Campaign

- Specially curated videos
- Promoted on Kelowna10 app
- Social media promotion

TOTAL Views: +100,000*

TOTAL Reach: +80,000*

*as of October 31, 2025, with more to come to end of 2025



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2025 Highlights

BC Audience

Meta Advertising

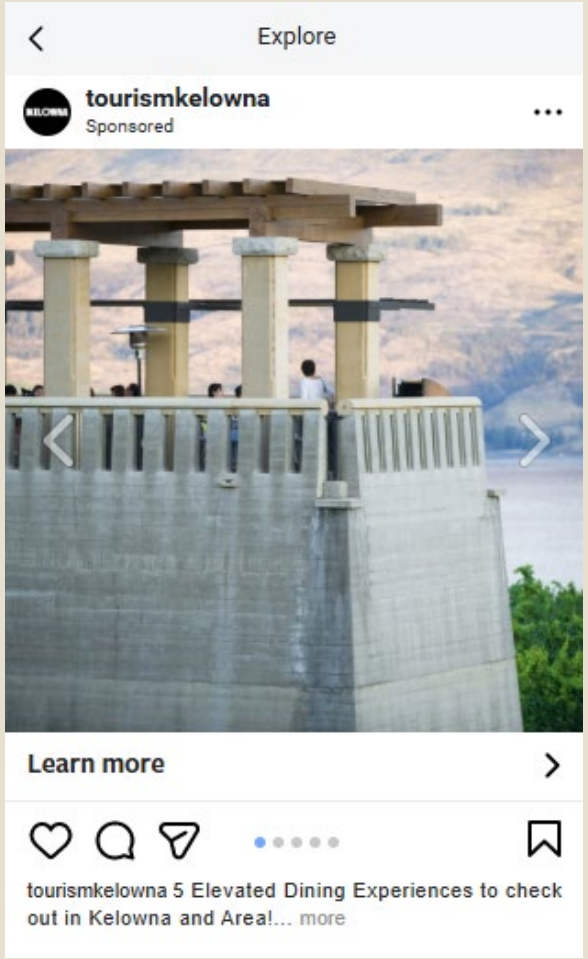
- Through the Tourism Kelowna Account
- Promoting blogs, events, reels & more

TOTAL Impressions: +180,000*

TOTAL Reach: +88,000*

TOTAL Engagements: +12,000*

*as of October 31, 2025, with more to come to end of 2025



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More to come in 2025!

Local Audience

Glacier Media

- To promote supporting local through the winter months
- Two Castanet Sponsored Articles to be published in November with social media and newsletter support

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Plan for 2026!

Keep Foodie 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 would like to thank Westbank First Nation and Okanagan Indian Band for the privilege to live, work, and play on the tn̓xʷúlaʔxʷ (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