

## City launches new digital Tasting Room maps in support of local businesses

(Penticton, BC – September 23, 2021) – As part of its ongoing Love Local initiative, the City of Penticton's Economic Development department has created digital Tasting Room maps highlighting the 41 wineries, craft breweries, cideries and distilleries located throughout the city.

"We are lucky to have so many amazing businesses right here on our doorstep. These maps really demonstrate the variety of the types of tasting rooms available – and we hope this will be a useful tool for residents to learn more about and visit these local businesses," said Economic Development Manager, Carly Lewis. "This Love Local initiative is in support of this vital industry and the spinoff effects it creates throughout our community in terms of job creation and economic stability."

The Tasting Room maps, at [penticton.ca/tastingrooms](https://penticton.ca/tastingrooms), include an overview map that offers the ability to filter by type of beverage. The second is a story map that provides a touring-style map with descriptions of each location along the route. Both were created by the City using Geographic Information System (GIS) technology.

There are currently 30 wineries, eight craft breweries (two of which are opening soon), two cideries and one distillery within the City of Penticton.

View the maps to select your route through Penticton's tasting rooms at [penticton.ca/tastingrooms](https://penticton.ca/tastingrooms).

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