



1527 Ellis Street  
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### Cropped by Valley First

#### Event Details:

**Date:** October 7th & 8th, 2016

**Time:** 6:00 - 9:00 PM

**Venue:** Penticton Trade and Convention Centre

**Ticket Price:** \$65.00

**Attendance:** 800 each night

**Winery Capacity:** 80

**Number to call in case of emergency:** Richelle 250-859-5755

**Pour Size:** 15ml

**Tasting notes:** notes.thewinefestivals.com

#### Event Description:

BC's Largest Wine Tasting & Farmers Market. Featuring over 80 wineries and a fall farmers market. Cropped is a sensory and visual experience. Okanagan wineries and farmers come together to create a truly unique experience. Be educated at the Pinot Bar where different styles of Pinot Blanc, Pinot Gris and Pinot Noir all provided by the new Sensory Lab at Okanagan College. Dairy Farmers of Canada will tantalize with two wonderful free onsite seminars introducing dairy cheeses. Visit Nesters Market stations, sample Saputo cheeses, dance to live musical acts at different busker stations. Your favourite wines are available in a full onsite wine store. CROPPED presented by Valley First. This is a Get Home Safe event generously sponsored by British Columbia Liquor Distribution Branch. *New this year at Cropped! In support of environmental sustainability, Cropped is going green. The Tasting notes for Cropped will be online this year.*

*Please bring your phone and when you arrive at Cropped, go online and type into your URL the following phrase: \*released the day of the event\**

*The online tasting notes show a map of the Cropped venue so you can find your favourite winery and a full listing of all wines at Cropped. As well you can rate your favourite wine, and then email your ratings of the wines to yourself so you have a record when you get back home. As well, our online tasting notes will have built in direct links to the websites of your favourite wineries.*

#### MC's

Friday- Randy Farmer, Saturday - Alysha Williams

#### Timeline:

3:00 PM	Winery Check-In Begins
5:15 PM	Wineries need to be finished setting up
6:00 PM	Doors Open
9:00 PM	Pouring Stops - Event ends

Please follow these event details for both nights of the event. If you are changing winery representatives from the previous night please take care that they are aware of this event brief.



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Please arrive no earlier than 3:00PM and no later than 4:45 PM to begin setting up your table. Check in at our registration table to receive your pouring spouts, lanyards, wristbands, and provide us with your SIR number. **Please do not set up prior to registering.** Any winery not registered 5:30PM will have their sign removed. If there is an emergency and your pourer cannot arrive by 5:30pm please call 250-859-5755 as early as possible so that your table is not removed.

Please enter through the loading entrance at the back of the Penticton Trade and Convention Centre.

We are expecting 800 people for Friday night and 800 people for Saturday. The allowed pouring amount for this event is 15 ml. Please ensure you bring enough wine.

Although ice is provided ice bins will not be provided for this event. **Please be sure to bring your own** if you wish to chill your wines. The OWFS will also provide one spit bucket and water pitcher for your station. Winery representatives will receive a glass each which is to be used for testing the wines only. We will set up our signs which include your winery logo behind your table.

Wineries will be placed alphabetically by region for this event.

You must take your empty wine bottles and boxes with you or your winery may be charged a clean up fee of \$35 each night.

\*\*Friday October 7th - there is a hockey game happening at the SOEC next to the Penticton Trade and Convention Centre. Please allow ample time to find parking.

**Duties and Responsibilities:**

<b>Please bring your own:</b>	<b>We will provide:</b>
SIR Number	Pour Spouts
Ice bin	Identification lanyard and wristbands
Bottle opener	Wine glasses
Enough wine for 1500 people over both nights	Table
No more than two staff for pouring	Winery Signage
	Ice
	Pouring Rules and Tasting Notes

**PLEASE MAKE NOTE THAT DUE TO THE BRITISH COLUMBIA LIQUOR LAWS YOU WILL NOT BE ALLOWED TO TASTE WINE FROM OTHER WINERIES AND RESUME POURING. THE GLASSES WE PROVIDE YOU ARE TO ENSURE THE WINE YOU POUR IS NOT CORKED. THERE WILL BE LIQUOR INSPECTORS AT EACH OF OUR SIGNATURE EVENTS AND IF THEY NOTICE A REPRESENTATIVE LEAVE THEIR TABLE TO TASTE WINE AND RETURN TO POUR WINE AGAIN, WE WILL BE FORCED TO CLOSE YOUR TABLE. IF A REPRESENTATIVE WISHES TO TASTE WINE AND NETWORK WITH GUESTS, THEY ARE WELCOME TO DO SO UNDER THE CONDITION THAT THEY WILL NOT RETURN TO POUR WINE AFTERWARDS.**





**SOEC Complex Parking Map  
Effective June 23, 2016**

- Fenced off for construction
- Temporary Visitor Centre/Wine Centre
- Event Parking - Off street
  1. South Okanagan Event Centre parking  
1000 free parking spaces\*
  2. Riverside Park  
43 free parking spaces  
10 minute walk
  3. Lakawanna Park  
38 parking spaces -\$1/hr  
10 minute walk
- On Street free parking  
5-10 minute walk

Starting in May, 2016, a portion of event parking at the South Okanagan Event Centre complex will be unavailable due to construction.

Please use this map as a guide to assist you with finding alternative parking. We recommend arriving early to your event during construction.

Please park responsibly. If you do not have any mobility concerns please consider parking a 5-10 minute walk away.

For more information on parking changes visit: [www.penticton.ca](http://www.penticton.ca)

\*During some events there may be paid parking, please check [www.soec.ca/parking-and-directions](http://www.soec.ca/parking-and-directions)

