

Penticton, BC – Media Release

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Penticton & Wine Country Chamber of Commerce

38th Annual Business Excellence Awards Winners

On October 25th, The Penticton Trade and Convention Centre was transformed into a 'Cabaret of Excellence' as the Penticton & Wine Country Chamber of Commerce hosted its 38th Annual Business Excellence Awards, presented by Total Restoration Services. The celebration recognized the exceptional achievements and contributions of local businesses, non-profits, and individuals over the past year.

Embracing a Moulin Rouge theme, guests were greeted with a glass of sparkling dealcoholized wine as the elegant notes of a grand piano filled the air. Attendees enjoyed a gourmet dinner, three dazzling performances by Kinshira Entertainment, and an evening of connection and celebration with business and community leaders from across the South Okanagan.

The ceremony opened with Anona Kampe acknowledging the traditional, ancestral, and unceded territory of the syilx People of the Okanagan Nation followed by the Okanagan Song. Greetings and remarks were shared by Member of Parliament Helena Konanz, Mayor Julius Bloomfield, and Chief Greg Gabriel, each commending Penticton's business community as the lifeblood of the region—providing jobs, essential services, charitable giving, and sponsorships that keep the city vibrant and thriving.

Hosted by Marlene Trenholm and Tim Tweed, the evening featured ten awards presented across a range of categories, including Best New Business, Non-Profit of the Year, Service Excellence, and Business of the Year. A selection committee of sixteen local business and community leaders undertook a thorough evaluation process, including in-depth interviews and detailed reviews of each submission.

Finally, the 2025 Business Excellence Awards were presented to the following outstanding recipients:

The Marketing & Communications Excellence Award sponsored by Downtown Penticton Business Improvement Association was awarded to **Tin Whistle Brewery Co.**

Tin Whistle Brewing Co. has shaped B.C.'s craft beer scene for 30 years. The brewery has become British Columbia's first carbon-neutral brewery, dramatically reducing emissions and leading innovative sustainability initiatives. Their imaginative marketing, environmental responsibility, and celebration of heritage, inspire loyalty and pride, setting a standard for excellence in communications.

Hospitality Excellence, sponsored by Travel Penticton, was awarded to **Grape Savvy Wine Tours**.

Founded by Métis entrepreneur Savannah “Savvy” Swaisland, Grape Savvy Wine Tours has redefined South Okanagan tourism. Their team blends storytelling, culture, and hospitality to craft unforgettable experiences. Through inclusive tours, nostalgic trolleys, and innovative offerings, they showcase the region and set a new standard for hospitality excellence.

The **Not-For-Profit Excellence** award, sponsored by Omland Heal LLP, was awarded to **The Feedway Foundation**.

For over 25 years, the Feedway Foundation has nourished students, ensuring access to healthy food, supported families, and cared for animals across the South Okanagan. Entirely volunteer-driven, every dollar stays local. Through breakfast programs and partnerships, the Foundation turns generosity into lasting impact, building stronger, healthier, and more connected communities for everyone.

The award for **Community Builder Excellence**, sponsored by Penticton Western News, was presented to **Belich’s AG Foods**.

Belich’s AG Foods is the heartbeat of Okanagan Falls. This family-run grocery store unites the community through generosity, partnerships, and local engagement. From supporting schools to local events, they strengthen connections and fill critical gaps. Belich’s AG Foods has become a trusted hub, demonstrating what it truly means to build and sustain community.

The award for **Service Excellence**, sponsored by Doane Grant Thornton LLP, was presented to **Barry Beecroft Fuel Distributors Ltd.**

Since 1998, Barry Beecroft Fuel Distributors has grown from a single site to a regional leader. Guided by integrity, collaboration, and a customer-first philosophy, the team has consistently exceeded customer expectations. Their attention to detail, hands-on mentorship, and dedication to reliability create a positive and lasting experience for every customer across the South Okanagan.

Workplace Culture Excellence, sponsored by South Okanagan Immigrant & Community Services, was awarded to the **South Okanagan Similkameen Brain Injury Society**.

Since 1989, the South Okanagan Similkameen Brain Injury Society has transformed lives across the region. Their team provides housing, collaborative and supportive programs, and partnerships that empower individuals and nurture independence. With a culture of inclusion, collaboration, and innovation, they strengthen communities and workplaces, helping people live with dignity, confidence, and purpose.

The award for **New Business of the Year**, sponsored by Valley First, a division of First West Credit Union, was presented to **Amuzing Fun Rentals**.

In just two years, Amuzing Fun Rentals has revitalized local events with photo booths, inflatables, and branded activities. Their creative, playful approach brings big-city variety with small-town heart to all events they are involved with. Through strong partnerships, rapid growth, and a focus on memorable experiences, Amuzing has quickly become a trusted leader in the Okanagan events scene.

Young Professional of the Year, sponsored by JCI Penticton & Brown Benefits, was awarded to **Ryan Melvin** of Penticton's RONA.

Ryan Melvin, Contract Sales Manager at Rona Penticton, leads with empathy and vision. In five years, he has grown his team, strengthened operations, and championed community initiatives. Through mentorship, fundraisers, and hands-on leadership, Ryan cultivates a positive workplace and leaves a meaningful impact on employees, customers, and the South Okanagan community.

Business Leader of the Year, sponsored by TD Canada Trust, was awarded to **Ian Lindsay** of the South Okanagan Similkameen Medical Foundation.

Ian Lindsay, CEO of SOS Medical Foundation, leads with heart, vision, and integrity. Through mentorship, innovation, and community engagement, he builds thriving teams and strengthens local initiatives. His leadership turns ideas into action, supports growth, and inspires excellence, leaving a legacy of collaboration and meaningful impact across the South Okanagan.

Business of the Year, sponsored by Community Futures Okanagan Similkameen, was awarded to **Cannery Brewing**.

Cannery Brewing is at the heart of Penticton's craft beer scene, blending exceptional beer, locally inspired food, and welcoming experiences. Their team leads with creativity, care, and collaboration, supporting local events and fostering community connections. Through innovation, teamwork, and dedication, Cannery Brewing continues to raise the bar as Penticton's Business of the Year.

The family of **Grandma Grace Greyeyes** received the **David Kampe Legacy Award** in honour of her courage, kindness, and always helping others. Grandma Grace was a beloved Indigenous elder, mother, grandmother, and great grandmother. Grandma Grace was also a residential school survivor, and while it is almost impossible to comprehend the trauma someone would carry after living through that experience, she fought to be loving and always looked to help others. Even though she is no longer with us, Grandma Grace will always be a quiet light that will remind us to live with heart, respect, and love for one another.

The Cabaret of Excellence concluded with the 'Spotlight Lounge' hosted by Edward Jones featuring DJ Splendid Bastard accompanied by saxophone player Zach Griffin.

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The Penticton & Wine Country Chamber of Commerce is a dynamic, trusted and respected business authority representing approximately 500 local business and non-profit members that drive economic and social growth and improvement on behalf of, and in support of our members and the community.