

S O L V E R O



Two Events. Two ways to experience Solvero

Join us in Summerland on **June 19th and 20th**, for two ways to connect with the land and the people who care for it: a mindful evening at the Tasting Room, and a lively community tasting as part of Bottleneck Drive. Both events show the same work, and the wines that follow from it.

Sip. Stretch. Socialize.

Slow down, then taste what the land gives.



Start the evening with movement in the vineyard, then walk through the winemaking choices behind each glass.



When & Where?

Friday June 19th

6:00–8:00 pm at Solvero Wines,
Doors open at 5:50 pm.

25205 Wildhorse Road,
Summerland.

An all-levels outdoor yoga session with **Tara Newbigging**, a guided behind-the-scenes tour with winemaker Alison Moyes, one glass of wine, and charcuterie. Bring a mat and a sweater for after the class.

This isn't a staged tasting. It's a moment to feel where the vines grow and to hear the practical decisions that shape our wines. Experience the site directly while grounding yourself in the vineyard, ensuring the subsequent tasting focus is on environmental expression. Connect with practical craftsmanship, hearing our winemaker discuss tangible viticultural and cellar methods, and gain regional insight.

This event sold out last year; spaces are limited.

[Reserve your spot](#)

2026 Grand Sommelier Express

Meet the region.



On **June 19th and 20th**, the **Grand Sommelier Express** brings Summerland's producers together in one place.



When & Where?

June 19th and 20th

Two-hour train ride through the Valley.

See the event schedule and route on the **Bottleneck Drive** site.

Start with a tasting reception featuring wineries, cideries, breweries, and distilleries from across Bottleneck Drive, then board a historic steam train for a two-hour ride through the valley. Tastings continue onboard as you move through the landscape.

Solvero will be there, pouring alongside other local producers. It's a straightforward way to taste across categories and speak directly with the people behind them.

Saturday, **June 20th** is sold out. Limited tickets remain for Friday, June 19.

Tickets include an All-Access Pass from June 18 to 22, with additional tastings available at participating locations throughout the weekend.

Plan your visit and secure your seat:

[Get your ticket](#)

These two events will take place on the same weekend. Book early for the winery session (limited spots), and check the Bottleneck Drive for ticket availability.

We hope to see you soon,

The Solvero Team

Learn more
about the
**Solvero Wine
Club**

[Become a VIP](#)



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Campaign name (Subject Line)

Two Ways to Taste Summerland with Solvero

Channel

Email campaign / Mailchimp

Goal

Encourage readers to engage with Solvero by presenting the winery through two distinct tasting experiences.

Offer framing

The email frames the offer as “two ways to taste Summerland with Solvero,” focusing on the experience itself and the contrast between the two tasting paths described in the message.

Brand context

Solvero positions its wines through place, vineyard character, and a direct, honest approach to farming and winemaking in Garnet Valley, Summerland.

Campaign overview

The email uses a simple, experience-led message to make the winery feel approachable while still premium. It invites the audience to understand Solvero through a tasting format that reflects both the wines and the setting.

Business objective

Build interest in the winery experience and move subscribers toward tasting-room engagement and future visitation.

Core message

There are two ways to taste Solvero, and both are meant to introduce the winery in a clear, inviting way.

Analytics



34.6%
CTOR



26%
CTR



CA\$980
Revenue

Why it worked

The message is easy to understand, specific to the brand, and centered on experience rather than hard selling. That makes it feel natural for a winery audience.