

For Immediate Release:  
April 10<sup>th</sup>, 2009



## Canadian Rocky Mountain Ranch Store Opening for Summer Season

Canadian Rocky Mountain Ranch is excited to announce the opening of its on-site store for its second summer season. Beginning Friday, May 1, 2009, the store will be open every Friday and Saturday from 10:00am to 3:00pm. Offerings in the store-opening for its second season- will include hormone and antibiotic free elk and bison, raised in a humane manner.

New for this year, the store will be introducing a new line up of convenient 'ready-to-eat' elk and buffalo dishes, prepared by the renowned team of CRMR chefs led by executive chef Alistair Barnes. These family-friendly dishes will be a tasty complement to the existing product line of steaks, roasts, burgers, sausage, jerky and specialty items.

Canadian Rocky Mountain Ranch is part of the Canadian Rocky Mountain Resorts' family of companies, and was originally developed because the lodges and restaurants that are a part of the company couldn't find consistently high quality game meats to serve guests. As public demand for healthier options became more widespread, the idea to open a store to better serve guests outside CRMR's lodges and restaurants developed.

Elk and bison are both very low in fat and high in protein, and a healthy alternative to beef. Served as ribs, steak or sausage, the game meats are a fast-cooking, convenient dinner time solution. Due to the success of last year, the ranch has expanded the store hours to be open Friday as well as Saturday.

A visit out to the beautiful ranch is an excellent outing for families, or anyone looking to escape the hectic pace of the city, if only for a short time. The CRM Ranch is located just outside Calgary, AB. **Also look for the CRM Ranch's booth, at the Millarville Market every weekend this summer, beginning June 13<sup>th</sup>, where they will be selling their signature bison products.**

For a map and more details, visit [www.crmranch.com](http://www.crmranch.com) or call (403)256-1350.

**\*\*\*A 'Branding Iron Chef' Competition & Wine Pairing was held Saturday April 4<sup>th</sup> 2009 at the Acreage Lifestyle Show. Four chefs from the Calgary Stampede and Chicago Chophouse participated to present a gourmet creation using Alberta products. The Gold Medal dish was Elk Carpaccio, made with elk meat supplied by Canadian Rocky Mountain Ranch!**

*Canadian Rocky Mountain Resorts is a family of companies consisting of Emerald Lake Lodge in Field, British Columbia, Deer Lodge in Lake Louise, Alberta, Buffalo Mountain Lodge in Banff, Alberta, and Paitned Boat Resort on the Sunshine Coast of B.C.. CRMR also owns four Calgary restaurants: Cilantro, Velvet, The Ranche, and Divino Wine & Cheese Bistro, as well as a game ranch, The Canadian Rocky Mountain Ranch, a Calgary wine boutique, Bin 905, and Canmore bakery, Panino. Visit [www.crmr.com](http://www.crmr.com) for more details about CRMR.*

**Jennifer Santos**  
**CRMR Media & Marketing Manager**  
**403-781-4170 or [jennifer@cmr.com](mailto:jennifer@cmr.com)**