



CRMR at Home Opening in August

-Recreate the CRMR Dining Experience in Your Kitchen

Calgary, AB, July 20, 2009-The Canadian Rocky Mountain Resorts (CRMR) story began with the opening of their three mountain lodges –Buffalo Mountain Lodge, Deer Lodge and Emerald Lake Lodge-over 25 years ago. CRMR followed up over the years with four Calgary restaurants and has just recently opened a resort on the Sunshine Coast of BC, Painted Boat. Over the years, CRMR customers have shown a strong interest in being able to bring our cuisine into their homes.

The family then opened a game farm, the Canadian Rocky Mountain Ranch, in 1997, offering guests the option to buy the same bison and elk as is used in the kitchens of those beloved lodges and restaurants.

The story continued in 2008, when the internationally acclaimed cookbook, **Simple Treasures** was released, which offered fans of CRMR's recipes the ability to create those delicious dishes at home.

Now, Canadian Rocky Mountain Resorts introduces **CRMR at Home**, a specialty retail store that also provides catering services. The store offers homemade CRMR sauces, stocks, meat pies, preserves, breads, pastries, and other items that are in high demand at the CRMR restaurants. The hormone and antibiotic-free game meats that have become so popular from the CRM Ranch will also be available.

“This just seemed like a natural evolution for us,” explains Justine Cockx, CRMR's Director of Purchasing and Design. “Guests have always asked where to find different dishes from our menus, and so we wanted them to be able to take home the dough to make flat bread like they love at Cilantro, or the fresh stock to make a soup like they would find at the lodges. And just to go that extra step, we can now cater any event for those who want the CRMR experience effortlessly created at their home or business.”

CRMR at Home is located beside Cilantro, at 330-17th Avenue SW in Calgary. In addition to the CRMR items, the store will also offer specialty retail items such as hard to find salts, condiments, cheeses, crackers, some fresh produce, as well as unique glassware.

CRMR at Home is a store for those who love to create and eat delicious food, but are looking for some inspiration along the way.

Beginning August 1, visit www.crmrathome.com for more information.

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 Painted 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. Opening in August 2009, CRMR at Home, specialty retail store and catering in Calgary. Visit www.crmr.com for more details about CRMR.

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