

For Immediate Release:  
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## **Canadian Rocky Mountain Ranch Announces Store Opening**

Canadian Rocky Mountain Ranch is excited to announce the grand opening of an on-site store. Opening Saturday, May 17<sup>th</sup>, the store will be open from 9:00am to 3:00pm, every Saturday. Offerings in the new store will include hormone and antibiotic free elk and bison, raised in a humane manner.

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. Staying true to the philosophy of sourcing local, high quality ingredients, the herds of elk and bison at the ranch are traditionally grazed on native grasses and raised in open conditions that encourage natural social behaviours.

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.

A Saturday 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.

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

*Canadian Rocky Mountain Resorts is a family of companies consisting of Emerald Lake Lodge in Field, British Columbia, Deer Lodge in Lake Louise, Alberta, and Buffalo Mountain Lodge in Banff, Alberta. 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, as well as a bakery in Canmore, Panino. Visit [www.crmr.com](http://www.crmr.com) for more details about CRMR.*

### **Media Inquiries:**

**Julie Walker, BPE**

**CRM Ranch Promotions**

**403 933-4432 ph or [juliewalker@telus.net](mailto:juliewalker@telus.net)**

**-OR-**

**Jennifer Santos**

**CRMR Media & Marketing Manager**

**403-781-4170 or [jennifer@cmr.com](mailto:jennifer@cmr.com)**