

**May 8, 2019**

For Immediate Release

## **Regina Exhibition Association Limited unveils Saskatchewan Flavours**

*Regina, Saskatchewan* – The Regina Exhibition Association Limited (REAL) is proud to introduce *Saskatchewan Flavours*, a new culinary experience and way of connecting with the local community.

Saskatchewan Flavours is a movement that will foster a connection between guests, communities and businesses to Saskatchewan’s agriculture industry. REAL is committed to increase the use of local ingredients in its own food and beverage offerings by 5% each year. There will be increased opportunities for Evraz Place guests to taste, experience and most importantly, learn about the benefits of using local ingredients and products in their everyday lives. Saskatchewan Flavours aligns with REAL’s corporate mission to deliver exceptional experiences and foster meaningful memories that make our community a better place.

“We need to water our roots more,” said Jaimeet Kathuria, REAL Executive Chef. “There are so many opportunities to build the next generation of chefs, offer farm-to-table cooking classes and provide more access to agricultural programming to give the people of Saskatchewan a better appreciation and understanding of where our food comes from. Together, we will get more Saskatchewan food on more plates.”

REAL has been bringing people together since 1884, when the organization – then known as the Assiniboia Agricultural Society – organized the first-ever agricultural fair for the exchange of goods, information and experiences. REAL may have transformed over the years, but its agricultural roots and purpose of bringing people together to drive benefit for the region remains unchanged.

Evraz Place sees 3.5 million visitors each year, and by virtue of the critical audience mass who visit the property on an annual basis, the ability to celebrate local producers and the food they produce is paramount each time people come together.

“Food and beverage services are an important part of every experience delivered to our guests at Evraz Place, said Tim Reid, REAL President and CEO. “We’re incredibly proud to support our province’s strong agriculture industry. Supporting local benefits everyone from farmers to our guests and our community.”

REAL will be working with local producers from whom they source ingredients to feature their stories, raise awareness of their products and help them build connections with other Saskatchewan businesses. REAL is committed to bring together local food stakeholders to build an array of programs that will grow its commitment to using Saskatchewan ingredients.

To learn more about Saskatchewan Flavours, view the introductory video [here](#).

**About Evraz Place**

Evraz Place – operated by the Regina Exhibition Association Limited (REAL) – has been bringing the community together to experience all types of sport, recreation, entertainment and business events since 1884. As a not-for-profit community services organization, REAL’s core purpose is to contribute to our region’s collective quality of life. The organization achieves this purpose by providing tourism economic impact, entertainment value, local employment, non-profit group volunteer opportunities, student awards and educational programming, and recreational facilities that support healthier lifestyles. The Evraz Place property hosts the majority of Regina’s major events, including Canada's Farm Progress Show, Queen City Ex and Canadian Western Agribition. Evraz Place is home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, and numerous concerts, trade shows and conventions. Visit [www.evrazplace.com](http://www.evrazplace.com) for more information.

For more information, please contact:

**Sabeen Ahmad**

Brand Storyteller

The Regina Exhibition Association Limited

Phone: 306-519-4070

Email: [sahmad@evrazplace.com](mailto:sahmad@evrazplace.com)