

News Release

For immediate release

Friday, August, 4 2023

August 5 is International Mustard Day and QC Mustard is back!

Regina, SK – The Queen City Ex (QCX) presented by SaskTel is declaring mustard as the tastiest condiment at this year’s exhibition. To celebrate, QCX is excited to announce the creation of 2 new Queen City Mustards. The 2 new flavours will be released on Saturday, August 5 at the fair. This coincides with International Mustard Day and the City of Regina has proclaimed Saturday has our own International Mustard Day.

“Saskatchewan grows 80 per cent of Canada’s mustard seed,” said Kirk Westgard, VP, Agriculture, Regina Exhibition Association Limited (REAL). “Queen City Mustard highlights how important the crop is to the Saskatchewan economy and that it is a staple of exhibitions everywhere. We want Regina to be Canada’s Mustard Capital!”

The 2023 offering includes 2 new flavours: Sun Dried Tomato Mustard and Whole Grain Beer Mustard, created by REAL flavours’ chef Chaminda Ambagaspitiye.

The mustards will make their debut at the QCX and guests are invited to sample our mustards in the **Battle of the QCX Mustards** on the Midway at 4:00 p.m. on August 5.

The 250 ml jars retail for \$5 and are available at the Queen City Ex. All proceeds support REAL’s Agriculture programs.

Queen City Mustard is a collaboration with the Saskatchewan Food Industry Development Centre and the Ag in the Classroom initiative held during Canada’s Farm Show.

“Agriculture is the heart of our community”, said Mayor Sandra Masters, “and I can’t think of a better way to celebrate than with QC Mustard on your favourite fair foods!”

To learn more about everything happening during Queen City Ex presented by SaskTel please visit www.queencityex.com.

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About REAL

Owned by the City of Regina and situated in the heart of Regina, Regina Exhibition Association Limited (REAL) is the largest interconnected event complex in Canada. It is the home of the REAL District and is the centre of sport and rec, business, entertainment, and agriculture for the community. REAL is a notfor-profit corporation that operates the 100-acre property. The REAL District hosts most of Regina’s major events, including Canada’s Farm Show presented by Viterra, Queen City Ex presented by SaskTel,

and Canadian Western Agribition. It is also home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, concerts, trade shows, and conventions. Visit realdistrict.ca

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