

**Canadian Rocky Mountain Resorts is adding a new butcher shop to our family of companies.**

April 4, 2017 (Calgary, AB) – Canadian Rocky Mountain Resorts (CRMR) is excited to announce that we are adding a new butcher shop called Urban Butcher to the CRMR family of companies. CRMR has been a silent partner with Second to None Meats since 2012, but will now be taking on an active role within the stores including management of the supply chain, pricing and customer experience. Urban Butcher will move into Second to None Meat’s current locations after renovations are complete.

The new Urban Butcher stores will feature lower prices, increased variety of suppliers, new products made by qualified chefs as well as new chef inspired recipes to accompany your purchase.

“We’ve seen that Calgarians appreciate high-quality cuts skillfully prepared in-house by a master butcher and they enjoy the benefits of knowing that their meat is supplied by respected local and Canadian based ranchers,” says Bob Choquette, Second to None Meats Operations Manager and Master Butcher. “With the introduction of Chef Lancelot Monteiro from Canadian Rocky Mountain Resorts and new additions to the store’s selection of high quality meat and products, it made sense to open a new store together under a new name.”

“At Urban Butcher our ultimate goal is to make it easier and inspire customers to enjoy locally raised and sourced meats,” says Lancelot Monteiro, Chef at Canadian Rocky Mountain Resorts. “We can cut any product to your specific recipe requirement or offer suggestions on recipes. We believe that the kitchen should not be an intimidating space.”

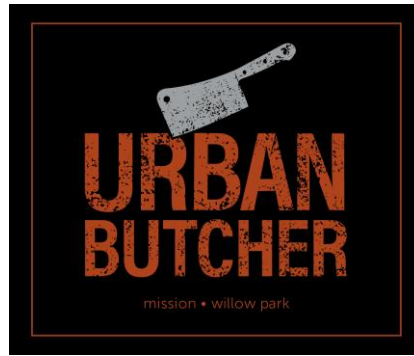
Urban Butcher will proudly serve the finest quality cuts of ethically and naturally raised meats, including AAA Alberta beef, pasture raised pork, free range, free run and organic poultry products as well as various deli products fresh from their own smokehouse. Local and Canadian ranchers include Broek Pork Acres, Canadian Rocky Mountain Ranch, Thunder Creek Pork, and Ewe-Nique Farms. The store will also stock CRMR Kitchen’s new line of signature sausages, frozen ready-made meals, condiments, salsas, sauces, and pickled items.

Second to None Meats currently operates 2 locations within Calgary with a third opening soon.

**Second to None Meats in Willow Park Village: #114, 10816 Macleod Trail SE**  
**Second to None Meats in Mission: #3, 2100 4 Street SW**

Both stores in Mission & Willow Park will be closed from May 1 to May 6, 2017 for renovations and will reopen as the Urban Butcher on May 9, 2017.

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, CRMR also owns four Calgary restaurants: Cilantro, The Lake House, and Divino Wine & Cheese Bistro, as well as CRMR Kitchen, a game ranch, the Canadian Rocky Mountain Ranch, and a Calgary wine boutique, Bin 905.



For Media Inquiries:

Lauren Webb  
Director of Marketing & Public Relations  
[lauren.webb@crmr.com](mailto:lauren.webb@crmr.com)  
(P) 403-775-7783  
(C) 587-893-8945

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, CRMR also owns four Calgary restaurants: Cilantro, The Lake House, and Divino Wine & Cheese Bistro, as well as CRMR Kitchen, a game ranch, the Canadian Rocky Mountain Ranch, and a Calgary wine boutique, Bin 905.