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Savour NB, a New Industry-Led and Government-Funded Initiative to Celebrate and Promote New Brunswick's Food and Beverage Industry Launches

Discover New Brunswick's finest, freshest, and most delectable food and beverage offerings.

Wednesday, June 26th

Dieppe, NB: Just in time for summer and the season to celebrate all that New Brunswick has to offer, a newly established, industry-led, not-for-profit organization launched today at Marché Dieppe Market. The Savour New Brunswick Food and Beverage Partnership (Savour NB) is inviting consumers to savour the flavours of this beautiful province and discover the industry's finest, freshest, and most delectable food and beverage offerings.

Savour NB's mission is simple yet profound: connect people with the rich tapestry of local culinary treasures found all over the province. New Brunswick households spend approximately \$2.4 billion on food each year, and much of that food is produced outside the province. Savour NB is an opportunity to increase and support the purchases of locally produced food and beverages that make the province great while taking pride in the exceptional food and beverages that New Brunswick brings to the world's table.

New Brunswick's exceptional culinary and beverage offerings are also a significant draw for tourists looking for quality and authentic experiences. Visitors come to New Brunswick to experience our unique culinary landscape, which in turn propels the growth of other sectors such as hospitality, retail, and services.

In addition, Savour NB has been created to support New Brunswick's food and beverage growers and producers to grow their businesses, improve access and distribution across New Brunswick, mentor new food and beverage entrepreneurs and to work with all levels of government to promote the value and importance of the New Brunswick food and beverage sector to the provincial economy and long-term food system strength and sustainability.

"New Brunswick is renowned for its innovative, fresh, and diverse array of food and beverage products," shared Blair Hyslop, Chair of the Savour NB Advisory Board. "But in the past, as an industry, we've lacked a united, industry-led organization to represent our local offerings collectively. It's time to increase the support to our local food and beverage producers and culinary artisans that make our province so unique. As a long-time member of this industry, I'm

proud to be a part of this organization and I'm pleased to see Savour NB come to fruition for the benefits it provides to the industry."

Savour NB is fully funded and supported by the Government of Canada through the Atlantic Canada Opportunities Agency (ACOA) and the New Brunswick Department of Agriculture, Aquaculture, and Fisheries (DAAF), both collaborative and strategic partners. New Brunswick's food and beverage industry is poised for significant growth that will drive local and regional economies, benefit local industry players, create food and beverage sustainability, and build the foundations for pride of taste in New Brunswick that leads to a healthy, competitive, and thriving industry.

"New Brunswick's food and beverage sector has one of the highest economic growth potentials in the country," said the Honourable Ginette Petitpas Taylor, Minister of Veterans Affairs and Associate Minister of National Defence and Member of Parliament for Moncton – Riverview – Dieppe, on behalf of the Honourable Gudie Hutchings, Minister of Rural Economic Development and Minister responsible for ACOA. "As we see more and more visitors and local consumers in our region looking for high quality, unique, and locally-produced food products, supporting New Brunswick's food and beverage industry is becoming more than just a choice – it's an investment in our economy, our community, and our future. Together with our partners, we are proud to support this sector through the creation and coordination of Savour NB, which will strengthen our province as a whole."

Crafted through an immersive journey that seamlessly blends market research with extensive industry engagement, the essence of Savour NB embodies the heart and soul of our unique food and beverage landscape. Our brand is a testament to the innovative spirit, freshness, and diversity of our region's impressive offerings.

"Some of the world's best food and beverage is produced right here in New Brunswick," said Agriculture, Aquaculture and Fisheries Minister Margaret Johnson. "The Savour NB partnership will showcase our local food and beverage products while positioning the provincial food and beverage industry for significant growth. This industry-led initiative is an important achievement of our New Brunswick Local Food and Beverages Strategy, and we are proud to support it."

Over the next three months, people in New Brunswick will start to notice the Savour NB logo at Sobeys and Foodland stores, as well as at farmers' markets throughout the province. Consumers are encouraged to seek out the Savour NB logo when they shop, enabling them to make informed choices about supporting local food and beverage products.

Industry members, including growers, producers, and culinary artisans, are invited to discover the possibilities of using the Savour NB logo on their products, packaging, and marketing materials to elevate their brand and products and increase their market share. They will also have the opportunity to become Savour NB ambassadors and participate in Savour NB's industry support programs.

To learn more about Savour NB or become an industry member, visit www.saveurnb.ca

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