FOR IMMEDIATE RELEASE

SaskMade Marketplace Under New Ownership
Saskatoon, Saskatchewan, January 28, 2011

SaskMade Marketplace in Saskatoon, Saskatchewan is proud to announce a new ownership structure, effective February 1st, 2011. The new ownership team includes Kevin Blair of Lanigan, Darren Blair of Drake, Candace Ippolito of Regina and April Nichol of Qu'Appelle.

The SaskMade Marketplace, formerly known as the retail store of the Saskatchewan Food Processors' Association (SFPA), provided a venue for Saskatchewan producers to market their food and non-food products directly to consumers. Since 2005, the SaskMade Marketplace has been a popular destination for consumers and tourists to purchase high-quality, locally-grown and produced Saskatchewan products.

"We are excited to partner in this very unique Saskatchewan business and provide a marketplace for innovative Saskatchewan processors to showcase and sell their products," says Kevin Blair. "Saskatchewan is well-known internationally for the quality of our grain and livestock products and has a growing reputation in the food and beverage industry. We believe value-added processing is important for our province and our country and we look forward to having a direct relationship with SaskMade Marketplace suppliers and customers."

Located at 1621 8th Street East in Saskatoon, the SaskMade Marketplace offers approximately 1,000 made-in-Saskatchewan food and non-food items. Saskatchewan-produced and processed food items are more diverse than ever, and so are the offerings for sale in the SaskMade Marketplace. Alongside the ever-popular and iconic Saskatoon berry products, the store provides high-quality menu options that include locally-grown beef, bison, fish, lamb and other proteins, a full range of grains and grain-derived products, ready-to-bake items, healthy oils and gluten-free and organic products.

First Nations crafts, a variety of artwork, pottery and other hand-crafted gift items from some of the province's top artists and musicians complement the made-in-Saskatchewan inventory with a diverse range of non-food sale items.

Gift baskets are a key component of the store's product offering and are available in custom-designed combinations of consumable and non-consumable items to meet all needs including holiday, wedding and other special occasion gift-giving, convention, meeting and corporate giving, and souvenirs.

"In the coming weeks, we look forward to meeting the many processors who provide SaskMade products for the store, hearing the stories behind their products and learning how the SaskMade Marketplace can contribute to the continued success of their respective businesses," says April Nichol.

SaskMade's new owners are all business professionals, but each is also an active farmer with a strong commitment to building increased understanding and awareness of food production, from farm to fork.

"We believe the SaskMade Marketplace can be a great forum to help facilitate the transfer of knowledge about the food value chain from producer to consumer," says Candace Ippolito. "We have a passion for our industry and see a huge opportunity to share valuable information about production, as well as products of top quality, with our customers."

The SaskMade Marketplace is located at 1621 8th Street East in Saskatoon and is open six days a week. Customers may also purchase products by phone at 1-800-955-1832 or online at www.saskmade.ca.

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