



DISTRICT VENTURES CAPITAL INVESTS IN BOW VALLEY BBQ

Calgary, Alta – February 28, 2018 – Canmore-based *Bow Valley BBQ* has deepened its relationship with Canadian entrepreneur Arlene Dickinson, with an investment from her venture capital fund, District Ventures Capital.

Bow Valley BBQ, a graduate from Dickinson’s District Ventures Accelerator program, produces a line of high quality, better-for-you BBQ sauces, dressings and cocktail mixes under three separate brands – Bow Valley BBQ, Bocalino Fine Foods, and Parkway.

Bow Valley BBQ is built on the culinary foundation of its founder Jamie Ayles, former Executive Chef at 5 Diamond Lizard Creek Lodge, in Fernie, B.C. Jaime uses his experience in designing recipes and menus to craft innovative and complex flavor profiles for his Bow Valley BBQ sauces.

“Bow Valley BBQ has broken into a market which is overwhelmingly dominated by large industrial producers, and they’re changing the way consumers think about the category by making flavourful, unique products while also eliminating artificial food fillers. Bow Valley BBQ is exactly the type of on-trend company that District Ventures Capital is looking to invest in,” said Dickinson.

The investment from District Ventures Capital will help Bow Valley expand into Eastern Canada, as well as finance the development of non-refrigerated dressings by Bocalino Fine Foods. Bow Valley is also working to expand into an increasing number of restaurants across Canadian cities. Their sauces and dressings are currently being used in restaurants throughout Calgary and Canmore.

“This investment is an immense opportunity that will allow us to grow our market and share our unique products with a larger audience. We are very excited to work with District Ventures Capital and continue our relationship with Arlene” said Ayles.

District Ventures Capital is part of an ecosystem of support that delivers capital, mentorship and marketing to innovative food, beverage and health companies. Founded in 2015 by Arlene Dickinson, District Ventures Accelerator, District Ventures Capital, and Venture Communications operate with the sole purpose to turning successful companies - like Bow Valley BBQ - into globally respected brands.

-30-

For media inquiries contact:

Justin Burrows | 416-276-7699 | justin@venturecommunications.ca

For more information on District Ventures Capital visit: www.districtventurescapital.com

For more information on Bow Valley BBQ, visit: www.bowvalleybbq.com