



For immediate release

Black Fox Farm and Distillery officially inaugurates of its Distiller ÉCONOMUSÉE®

SASKATOON, June 9, 2023 - As a world-class producer of spirits, Black Fox Farm and Distillery is a visionary and creative company that has put its strengths to good use with the inauguration of the **Distiller ÉCONOMUSÉE®**.

This major turnaround in the touristic side of the business allows visitors to enjoy a multi-sensory experience. Immersive digital projections coming down from the ceiling, a brand-new indoor interpretation trail, the new boutique section and the landscaped outdoor pathway are all elements that allow us to take the experience even further. Visitors will have the opportunity to discover the harmonious blend of tradition and innovation, and to inter-relate all the stages from grain to bottle.

"Today is the culmination of a project that was a logical extension of our corporate philosophy. From the very beginning, we've been driven by the desire that every experience we have here should foster this connection between the land, the grain, ourselves and others," **say co-owners John and Barb**. This is their way of kicking off the tourist season, inviting locals and visitors alike to come and enjoy the whole experience.

The *Conseil économique et coopératif de la Saskatchewan* (CÉCS), is delighted to announce the expansion of the "Artisans at Work" network with the official opening of the new Distiller ÉCONOMUSÉE®, bringing the official number to three in the province in just 4 years. CÉCS gratefully acknowledges the financial support of **Prairies Economic Development Canada** (PrairiesCan) in bringing this Économusée development project to fruition in Saskatchewan.

"We are very pleased and proud of the work accomplished by the entire CÉCS team, which has been working on the Economuseum development project in Saskatchewan for nearly 10 years. Today more than ever, the CÉCS will continue to support and accompany artisans who want to transform their businesses into an Économusée in Saskatchewan," **says CÉCS Executive Director Kouamé N'Goandi**.

Carl-Éric Guertin, Executive Director of the ÉCONOMUSÉE® Network Society (ENS), is proud that this company, which makes products of exceptional quality and with their own unique craftsmanship, is joining the international network. Carl-Éric was on hand to highlight the efforts of John and Barb, visionary and passionate entrepreneurs who share their inspiring journeys with no holds barred. "They embody the values conveyed by the ÉCONOMUSÉE® concept, and contribute to the success of the company, to promote the concept of sustainable development and to preserve practices based on traditional know-how. We're delighted to welcome them to our international network," **says Guertin**.





About Black Fox Farm and Distillery

Located in the heart of the Canadian prairies, Black Fox Farm and Distillery has become one of Canada's best-known and most respected artisan distilleries. Acres of fresh fruit, flowers and grains are harvested and distilled into whisky, gin and liqueurs that tell a story of terroir and commitment to excellence.

Black Fox Farm and Distillery is the meeting of passionate craftsmen in search of perfection, who skilfully blend heritage and innovation, while reinforcing their commitment to sustainable development where respect for nature is the very essence of their motivation.

All the products made at Black Fox Farm and Distillery are sourced from their own farm-grown ingredients, enabling them to marry flavours with precision and offer top-of-the-range, environmentally-friendly products.

The company is proud to be part of a movement of pioneering artisan distillers who champion terroir, believe in local provenance and understand how soil, climate and topography influence the bounty of a land and characterize the products that flow from it.

About the Conseil économique et coopératif de la Saskatchewan (CÉCS)

The *Conseil économique et coopératif de la Saskatchewan* (CÉCS) is the organization responsible for the economic and employability development of the province's francophone communities. The organization offers a range of programs and services to meet the needs and challenges identified by francophone communities. Thanks to its proactive approach, CÉCS occupies a prime position in the francophone economic arena, and is attracting the interest of other economic players at the provincial, national and international levels.

As tourism and entrepreneurship are priority pillars for the CÉCS, the collaboration with ENS aims to encourage the establishment of economuseums in various regions of the province. The CÉCS will continue to develop the ÉCONOMUSÉE® network in Saskatchewan, in addition to supporting structuring tourism projects that showcase local know-how.

Sources:

John Cote and Barb Stefanyshyn-Cote

Co-owners

Distiller ÉCONOMUSÉE

barb@blackfoxfarmanddistillery.com

306-955-4645

Blackfoxfarmanddistillery.com

Serge Raoul Wansi

Economic Development Advisor

Conseil économique et coopératif de la Saskatchewan

serge.wansi@cecs-sk.ca

306-566-6000, ext. 113

cecs-sk.ca