

Casel Marché Celebrates 1st Anniversary with Launch of Eat Real YYC Festival

An estimated 3,500 people celebrated local food, small businesses and real communities on May 26 at the first Eat Real YYC at Casel Marché. As Calgary's newest food festival – and the only festival in the city focusing solely on locally produced food and drink products and independent businesses – the event attracted a vibrant crowd of foodies and advocates of 'support local' initiatives, and gained the attention of Calgary media.

"We are really amazed at the support and encouragement we've received from Calgarians for this festival," said Joel Goralski, one of the event's organizers and president of Niklas Group, which developed the Casel on 17th building. "The enthusiasm was above and beyond what we hoped for. Calgarians really understand the message we are advocating and they are on board. People were genuinely excited to see and support all of the awesome products made in the Calgary area."

Eat Real YYC's philosophy is centered on the belief that supporting local businesses and entrepreneurs has a substantial impact on the health and vibrancy of local communities and the local economy.

"Supporting local food producers and also your locally-owned grocer, such as Market 17, is critical to a healthy community and local economy," said Goralski.

The event was a collaborative production of Casel Marché businesses Cassis Bistro, J. Webb Wine Merchant, Market 17, Vie Café and In Bloom Flowers. The event's success has inspired a series of smaller Eat Real YYC events throughout the year at Casel Marché. Stay tuned to www.caselmarche.com and www.eatrealyyc.com for details on upcoming events.

In support of the local community, Casel Marché businesses and participating festival vendors pledged to donate 5% of sales from the day to the communities of Killarney Glengarry, Richmond Knob Hill, Scarboro and Shaganappi. At press time, donations to surrounding community associations were still being collected. The donation amounts will be posted at www.caselmarche.com/eatrealyyc when finalized.

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