

---

## A NEW RECIPE FOR GREAT TASTES OF MANITOBA

FOR  
RELEASE  
August 26, 2015

For more info:  
Chris Mclvor  
Executive Producer  
FRANK Digital  
chris@frankdigital.ca  
(204) 772-0368

**GREAT  
Tastes  
OF MANITOBA**



**Winnipeg, MB, Canada** – Manitoba’s top rated cooking series is getting a refresh.

**Great Tastes of Manitoba**, the province’s longest running locally-made TV show, will air the first episode of its 26<sup>th</sup> season on September 5th. The season is unveiling with new vision and direction, including a stunning new website, social media engagement, and even some outdoor grilling episodes. The fresh look and feel comes courtesy of the show’s new owner and Executive Producer, Chris Mclvor of FRANK Digital.

“We’ve been working with Great Tastes for many years, providing production and post services for its long-time producer Don Hornby. Don’s dedication to the show helped build a loyal fan base and a recognizable Manitoba brand. So when he wanted to retire and approached me about taking over the show, it just seemed like the natural progression,” said Mclvor.

For 25 years Great Tastes has continued to showcase food produced and grown in Manitoba, with more than 20,000 viewers tuning into the show each week. The 26th season brings back familiar faces – the food experts presenting new meal ideas, and the Manitoba Liquor Marts beverage experts pairing each dish with wine, beer or spirits – but viewers tuning in on September 5 will also notice a new face.

“We’re thrilled to have Winnipeg radio personality Dez Daniels hosting the show,” said Mclvor. In addition to being a fixture in Winnipeg media for the past 20 years, Dez is a mom, a published writer and a blogger. She’s excited to get into the kitchen with the Great Tastes food and beverage experts to prepare and enjoy local foods.

Great Tastes continues to offer entertaining episodes with great new recipes and timely cooking tips. Mclvor adds, “We’re also really excited about reaching a new slightly younger audience. Today’s thirty-something cook is in the kitchen with the iPad on the counter, following a recipe off the web.” Each week, Great Tastes segments and recipes will be added to the hundreds of recipes found at [GreatTastesMB.ca](http://GreatTastesMB.ca), and viewers can follow the show on Twitter and Facebook.

*The 26th season of Great Tastes of Manitoba will air on CTV, Saturday evenings from 6:30 to 7:00 p.m., from September 5 through December 12, 2015 and again February 6 through May 14, 2016.*

