



## **Alberta Food Processors Association Celebrates 50 Years of Supporting Food and Beverage Excellence; Announces Winners of the 'Best of Alberta' Awards**

**Edmonton, AB (June 18, 2024)** – The Alberta Food Processors Association (AFPA) is thrilled to commemorate its 50th anniversary and recognize the outstanding achievements of Alberta's food and beverage processors with the return of the Alberta Food and Beverage Awards.

"For five decades, AFPA has been a champion for Alberta's food and beverage industry," said Bianca Parsons, Executive Director. "We're incredibly proud of the role we've played in ensuring food safety, fostering innovation, and promoting the success of our members. This year's winners are a testament to the exceptional quality and diversity of products coming out of our province."

The Alberta Food & Beverage Awards recognize excellence across 12 key food and beverage categories, focusing on Made in Alberta products that are raised, grown, or sourced in Alberta or whose final transformation process takes place in Alberta.

### **The 2024 winners are:**

- Beverages (non-alcoholic): Eagle Hill Farms – Haskap Honey Sweetened Juice
- Alcohol: Highwood Distillers – Sweet Sippin Maple Whisky Cream
- Cereal Products: Going Nuts- Coconut Crunch Granola
- Condiments & Sauces: Monster Sauce – Monster Crunch Chili Crisp
- Dairy: Friceys Prairie Fruit Pops Ltd. – Fruit Covered Ice Cream Bar
- Sweets & Candy: WOW! Factor Desserts – Gulab Jamun Dainty Cheesecake
- Growers: Sunterra Market- Sunterra Greenhouse Dutchess Strawberries
- Snack Foods: 7 Summits Snacks – Dark Chocolate Superfood Bar
- Meat & Seafood: Canadian Rangeland Bison & Elk Inc. – Bison Premium Tomahawk
- Oils & Seasoning: Darkside of the Grill Inc. – Killer Shroomz
- Prepared Meals: Flat Out Feasts – Cajun Jicama & Pork Skillet
- Most Innovative: WOW! Factor Desserts – Gulab Jamun Dainty Cheesecake

AFPA congratulates all the winners for their dedication to producing locally made, high-quality, and delicious food and beverages. These awards not only celebrate their achievements but also showcase the incredible depth and talent within Alberta's food processing industry.

Visit [www.madeinalberta.co](http://www.madeinalberta.co) to learn more about each of the winning products and to check out hundreds of other locally raised, grown, and sourced Made in Alberta offerings.

### **AFPA's Enduring Legacy**

In addition to the Alberta Food and Beverage Awards, five Legacy Awards were bestowed upon AFPA leaders who have made a significant contribution to the association and the industry. Honored at the event were Bryan Walton, Lori Schmaltz, Marilynn Boehm, Paul Murphy, and Louis Bontorin. To learn more about the contributions of each of this year's Legacy Award Recipients, check out the special edition of AFPA's *In Action* Magazine now available at [www.afpa.com/magazine](http://www.afpa.com/magazine).

Two new industry awards were established to recognize the outstanding contributions of two of AFPA's longest serving and most enduring advocates. In recognition of the outstanding contribution of AFPA's long-serving Chairman, the Eric Haak Award will be bestowed annually upon an industry leader who exemplifies dedication, compassionate leadership, and a fervent passion for the future of Alberta's Food and Beverage Industry. The Melody Pashko Award recognizes the legacy and contribution of AFPA's own General Manager who has dedicated over 38 years to the betterment of our association and its members. Companies will now be able to nominate a staff member who goes above and beyond, exemplifying Melody's tireless work ethic and industry advocacy, ensuring that future generations within our industry are inspired by her legacy.

On behalf on the AFPA staff and membership, congratulations to all award recipients on your well-deserved achievements and to AFPA on 50 years of continued success.

### **About the Alberta Food Processors Association:**

AFPA is a non-profit organization representing over 400 food and beverage processing companies across Alberta. The association provides its members with a wide range of resources and supports, including food safety and quality training, regulatory guidance, marketing assistance, and networking opportunities.

### **About Made in Alberta:**

Made in Alberta program is a voluntary labelling program that allows consumers to identify food and beverage products made in Alberta. The program helps consumers support local businesses and growers. The label identifies products that are grown, made, and processed in Alberta.

### **Learn More:**

To learn more about AFPA, the Made in Alberta program, and the Alberta Food and Beverage Awards, contact Bianca Parsons, Executive Director at [bianca@afpa.com](mailto:bianca@afpa.com)  
Or visit: [www.afpa.com](http://www.afpa.com) / [www.madeinalberta.co](http://www.madeinalberta.co)



## **OUR CONTACT**



[www.afpa.com](http://www.afpa.com)



780-243-2372