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HOLT RENFREW JOINS THE SUSTAINABLE SEAFOOD MOVEMENT AS NATIONAL OCEAN WISE PARTNER

Vancouver, BC and Toronto, ON— The menus at Holt Renfrew’s Holts Cafés are delicious, luxurious and innovative. The retailer can now add “sustainable” to that list as a new national partner of Vancouver Aquarium’s Ocean Wise sustainable seafood program. The cafés, with locations in Vancouver, Edmonton, Montreal and two in Toronto, now feature menus with 100 per cent Ocean Wise seafood options.

Whether it’s a business lunch or a shopping break brunch, seafood lovers will have an enticing array of choices when they sit down. Ocean Wise options include a wide selection that showcases Canada’s bounty of seafood, from Salt Spring Island mussels to Arctic char to East Coast oysters.

“Canadians increasingly care about where their food is sourced and want to ensure that what they’re eating supports healthy oceans, lakes and rivers. Holt Renfrew is a progressive, socially responsible organization on a number of levels, and we’re thrilled to have them join us in the sustainable seafood movement as a national Ocean Wise partner,” said Ocean Wise program manager Ann-Marie Copping. “They have come on board in a big way, ensuring that all of their menus across five locations are 100 per cent Ocean Wise. This truly demonstrates the extent of their commitment to sustainable seafood and we applaud Holt Renfrew for taking bold steps to protect our oceans for future generations.”

While Holt Renfrew is new to the Ocean Wise program, sustainability has long been a key focus for the organization. In 2013, they launched the H Project, which sources socially responsible products and collaborates with charitable designers. The approach has expanded to other areas of the company, including their culinary services, and led them to become an official Ocean Wise partner this year.

“Supporting our oceans is critical to the environmental future of our earth,” says Alexandra Weston, Director, Brand and Creative Strategy, Holt Renfrew. “Being able to say Holt Renfrew cafes offer 100 per cent Ocean Wise recommended sustainable seafood menus will hopefully encourage further awareness and informed choices from our valued customers.” Weston continues, “This is a serious issue, but one that we can work together to turn around.”

Holt Renfrew is the first national retail organization in Canada to join with a fully Ocean Wise seafood offering. Ocean Wise now has more than 675 partners – and thousands of partner locations— that span from Victoria, B.C. to St. John’s, Newfoundland. Diners at Holts Cafés will find a variety of options on the menus, from Ocean Wise herb-crusted albacore tuna in Vancouver, to Ocean Wise seared scallop and bacon salad in Edmonton to Ocean Wise roasted black cod in Toronto.

Vancouver Aquarium Ocean Wise®

Overfishing is the single biggest threat our oceans face today. With more than 675 partners – and thousands of partner locations – across Canada, Ocean Wise makes it easy for consumers to make sustainable seafood choices that ensure the health of our oceans for generations to come. The Ocean Wise symbol next to a seafood item is the Vancouver Aquarium’s assurance of an ocean-friendly seafood choice. www.oceanwise.ca.

About Holt Renfrew

Celebrating a 180-year heritage this year, Holt Renfrew is recognized worldwide for an inspired shopping experience. Founded in 1837 as a modest hat shop, Holt Renfrew would soon become a purveyor of fashion to Her Majesty Queen Victoria. In the 1930s, Holt Renfrew began to establish exclusive accounts with leading European designers, hosting Monsieur Christian Dior himself in 1947 as he launched his "New Look". After many years of foreign ownership Holt Renfrew was acquired in 1986 by W. Galen and the Hon. Hilary M. Weston. Under Weston ownership Holt Renfrew has become Canada's destination for luxury retail. Visit us at www.holtrenfrew.com.

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