



2021 MEDIA KIT



For all media inquiries: media@bowvalleybbq.com



HOW IT ALL GOT STARTED

Founded by chef and entrepreneur, Jamie Ayles in 2012, Jamie and Chris Dean, Head of Product Development, had an ambitious goal: to create high-quality, restaurant-worthy products. Both with culinary backgrounds as executive chefs in the Bow Valley area and abroad, their experience granted them the ability to create the exceptional flavours Bow Valley BBQ is internationally acclaimed for today.

Using only REAL ingredients to keep things simple and maintain the highest standards of products, Bow Valley's mad love and respect for food and restaurant quality creations is what sets their products apart of the competition. The company pushes the limits while still maintaining familiarity, allowing for the expansion of recipes and elevation of food. Bow Valley BBQ is proud to encourage others to get creative, whether you're sizzling a veggie stir fry from the kitchen or heading out to the barbecue with a couple steaks in tow.

**BOW VALLEY BBQ
IS ALL ABOUT
FLAVOUR AND
QUALITY. PERIOD.**





A recent poll concluded that Canadians preference in barbecue flavours varies greatly – with the majority of respondents in search of something both 'sweet and sour' others preferred a sauce that had a 'kick of heat' for their next dish, while holding off on the sweet side.

Whatever the preference, one thing over 85% of Canadians can agree on is that cooking meals from home is the way to go, with the demand for versatile, high-quality products continuing to grow. In search of restaurant-worthy flavours, but not willing to sacrifice the freshness and taste of real ingredients – that's where Bow Valley BBQ steps up to the plate.

**TO DATE, BOW VALLEY'S
AWARD-WINNING
LINEUP FOR ALL TASTE
BUDS HAS ELEVATED
OVER 8 MILLION MEALS
FOR CANADIANS.**



LET'S GET GRILLING

BOW VALLEY'S PRODUCTS ARE AVAILABLE
AT RETAILERS ACROSS CANADA,
AS WELL AS AVAILABLE FOR PURCHASE
VIA THEIR WEBSITE.





BOW VALLEY BBQ'S PRODUCT OFFERINGS

AWARD-WINNING LINEUP



BOW GRIZZLY HOT SAUCE AWARDS

A Nashville Hot Chicken inspired Hot Sauce where spice meets nice. Flavour up front, backed up with zesty, fermented cayenne peppers.



SWEET STICKY ICKY AWARDS

Our offering of a Carolina mustard sauce combined with a sweet Kansas City sauce. A zesty base of mustard and cider vinegar balanced with notes of apple, herbs, spices and no additional smoke. This is your whole hog, pit boss style all-purpose bbq sauce, ideal for pulled pork.





TOTAL JERK AWARDS

An elevated take on a classic Jamaican Jerk sauce and marinade. Using traditional flavours with green onion, ginger, all spice and thyme met with the fragrant and fruity heat of habanero peppers. The Total Jerk sauce packs a punch in both heat and aromatic flavours.



WINGED BUFFALO HOT SAUCE AWARDS

A blend of chipotle and fire roasted red peppers slow braised with apple cider vinegar. This flavourful sauce goes deeper than just heat, with hickory smoke and an array of spices. A full-bodied hot sauce that is sure to enhance chicken wings, and of course anything else you care to spice up.



BLUEBERRY MERLOT STEAK SAUCE AWARDS

A zesty contrast of fresh blueberries, orange rind, and molasses, braised in merlot and apple cider vinegar with undertones of mesquite-smoked onions, ginger, garlic and toasted coriander. An ideal enhancement for any grilled game meats, venison and lamb particularly but of course a great marriage with any cut of grilled beef.



BIGFOOT BOLD BBQ SAUCE AWARDS

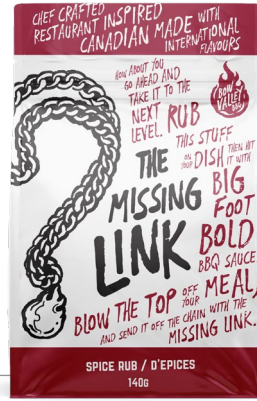
A non-traditional base of both vinegar and mustard makes for a unique flavour profile that brings together chipotle and roasted bell peppers with candied tomatoes, hickory smoke and mango for a desired balance of sweet and heat. Enthusiastically created for the love of all pork products and anything grilled in mind.





KILLA KETCHUP **AWARDS**

A sophisticated and refined condiment with a slight hint of attitude. Using fire roasted tomatoes, balsamic vinegar and a blend of spices to provide a worthy all-purpose ketchup. This is not your average condiment, relying on deep and rich flavour to replace the typical sweet and artificial substances of the past.



MISSING LINK SPICE RUB **AWARDS**

A gluten free blend of spices, sea salts and organic sugars combined to make for great flavour as well as creating a caramelized crust that is desired in any form of cooking. From grilling and searing to slow smoked or roasted, this blend delivers. Ideal as a BBQ rub, with a diverse flavour profile that is a welcomed enhancement with just about anything.



SWEET CHILI CORN SALSA **AWARDS**

Inspired by the flavours of Southeast Asia and Southern America, both in which share a common palate of fresh, crisp and spicy. A blend of chili peppers, citrus juices, sweet corn and fresh cilantro that offers a world of diversity. Sweet Chili Corn Salsa is a perfect companion for any fresh seafood or grilled chicken, and truly a salsa for all salsas.





BOW VALLEY BBQ SINGLE SERVE PACKETS (44ML)

WANT TO TRY THEM FOR
YOURSELF? WE'VE GOT
SAMPLE PACKETS FOR YOU!

[CLICK HERE
TO REQUEST SAMPLES](#)



PRODUCT VERSATILITY

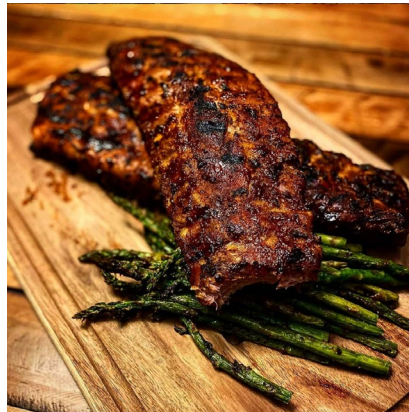
Bow Valley BBQ's product line is chef-created, unconventional and offers a variety of flavours to satisfy all palates. From savoury to sweet, Bow Valley's kick ass range of sauces, in addition to their spice rub and salsa pair well with a variety of meals and offer many versatile uses – from the kitchen to the BBQ pit.

Bow Valley BBQ thinks outside the box when it comes to bringing flavour to your meals, and can be used on meat, seafood, in salads and on pasta – just to name a few.

RESTAURANT QUALITY DISHES FROM THE COMFORT OF HOME. LEVEL-UP TO YOUR FAVOURITE RESTAURANTS BY ADDING BOW VALLEY'S SWEET CHILLI CORN SALSA, MISSING LINK SPICE RUB AND VARIETY OF SAUCES TO YOUR NEXT MEAL.



CHECK OUT MORE OF JAMIE AYLES'
FEATURED RECIPES UTILIZING
THE AWARD-WINNING SAUCES BY
VISITING [BOW VALLEY BBQ'S BLOG](#).



MEDIA INQUIRIES

[CLICK HERE](#)

Interested in sharing Bow Valley BBQ with your audience, or just want to hit us up for more info?

MEDIA ASSETS

[DOWNLOAD HERE](#)

Logos



Product Lineup



Individual Products



Jayme & Chris



CHECK US OUT ON SOCIAL – YOU'LL PROBABLY LEAVE HUNGRY.

