



CBC



Prairie Berries Inc. has been selected to present to the Dragons as part of a taping for the upcoming season of Dragons' Den which will air in the fall of 2010 on CBC Television. Prairie Berries Inc. was started in 2004 and has since worked to expand their markets outside Western Canada. The company, along with their grower shareholders, want to be the leader in the Saskatoon Berry business modeling their success to that of Ocean Spray. The company also recognizes that they can not do it without a team of specialists, the additional equity and expertise required to take a company through the growth stage, and the ability to implement strong marketing and promotional strategies. Thus, came the idea for the company to make a pitch to the Dragons Den. If successful in their pitch to the Dragons, the company will have additional information in the upcoming months regarding a potential airdate.

For more information, please contact:

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