#### 

***Philippine Consulate General, Calgary***

Suite 920, 517 10th Ave SW, Calgary AB, T2R 0A8 ▪ Tel: 403-455-9346; 403-455-9457 ▪

Website: philcongencalgary.org

PR- **­­\_\_** -2019

**POTATO CORNER OPENS FIRST STORE IN CANADA**

**A group of people standing in front of a crowd

Description automatically generated**

**PHOTO:** Consul General Zaldy Patron (3rd from left) at the ribbon cutting ceremony held during his visit to the first Potato Corner store in Canada, located at West Edmonton Mall in Edmonton, Alberta on 27 September 2019. The ribbon cutting ceremony was held a day beofre the grand opening of Potato Corner.

**30** **September 2019, Calgary** – Potato Corner, dubbed as the World’s Best Flavored Fries, celebrated the grand opening of its first store in Canada on 28 September 2018 at West Edmonton Mall in Edmonton, Alberta, Canada.

Consul General Zaldy Patron was invited to be part of the ribbon cutting ceremony during his visit to the store the day before on 27 September 2019.

Consul General Patron was welcomed by the Potato Corner Edmonton Team who was joined for the occasion by the brand’s top executives, namely General Manager for Management-International Operations Ms. Kathryna Manalo, International Business Development Manager for Canada Ms. Dylene Contigno, Quality Management Head Ms. Hazel Sazon, and Regional Business Unit Head for GMA Irene Amado.

Potato Corner, a leading brand in the food industry for 25 years, opened its first outlet in the Philippines in October 1992 and began franchising the year after. Throughout the years, Potato Corner has garnered numerous awards, mostly recognizing its excellent business model and well-loved brand. It has received the Franchise Excellence Hall of Fame Award by the Philippine Franchise Association and Department of Trade and Industry in 2003, won Best Franchise of the Year on three consecutive years, and most recently, bagged the Global Franchise Award recognized by the same institution.

**A group of people standing in front of a crowd

Description automatically generated**

**PHOTO:** Customers line up at the first Potato Corner store in Canada, 27 September 2019.

In Canada, the iconic Filipino brand was franchised by Filipino-Canadian entrepreneur Mr. Nelson Rodriguez, who plans to open up to 15 stores in the next three years.

“The Philippine Consulate General warmly welcomes Potato Corner as the latest Philippine investor in the province of Alberta. This investment will not only help expand Philippine franchising business in Canada but will also create jobs for the Albertans,” Consul General Patron said when asked about the significance of Potato Corner’s entry in Alberta. END.