



CELEBRATING MANITOBA & MARKETING

Louis Riel Day isn't just another long weekend – it's a significant historical marker of our province's past. After all, without the work that he did, Manitoba may not exist as it is today.

Whether your long weekend calls for business, pleasure, or a mix of both, take a moment to review these business insights from the past year as we make our way through 2021.



Diversity in Language

Did you know that Canada's French-speaking population is over 20%? Adding a multilingual component to your ads and marketing can help you reach a more diverse audience, and create a sense of trust in your business.

[Read more](#)



Shop Local

Now more than ever, it's important to support our local small businesses. A recent Manitoba Chambers of Commerce survey shares business decision-makers' outlook on their business. If you're looking to do a little shopping this weekend, consider local.

[Read more](#)



Festival du Voyageur

The outdoor, family-friendly event many Manitobans look forward to each February will still be happening this year – just a bit differently. While you may not be able to get maple syrup on a stick, you can get a take-home French-Canadian meal kit to enjoy while watching their virtual shows.

[Read more](#)



Delivery Dilemma

Speaking of take-home meals: did you increase your food delivery usage this year? In the U.S., DoorDash and UberEats saw skyrocketing revenue spikes as COVID-19 restrictions tightened. The oligopolistic food-delivery market has forced restaurants to join in (and push back).

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