



CANADA BEEF

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Cooking class in China to welcome Alberta dignitaries

March 24, 2016– Canada Beef is proud to welcome the Honourable Deron Bilous, Minister of Alberta Economic Development and Trade, joining the Canada Beef team in China to host an intimate culinary event and cooking class culinary in Beijing on March 27, 2016.

The culinary event will highlight the four pillars of the Canadian beef brand – the producer, the product, world class standards and sustainability – and engage participants in both the emotional and technical attributes of Canadian beef.

Canada Beef President Rob Meijer is confident the continued focused efforts with Chinese consumers will strategically position the Canadian beef brand and secure increased mind-share in this market.

“Consumer engagement is more than simply broadcasting our message; we must create conversation points and spur creative thought through an exceptional Canadian beef experience,” said Meijer. “Our loyal brand advocates want two-way, reciprocal communication, so we continue to engage consumers through immersive experiences.”

Twenty Chinese consumers will join the Minister and the Canada Beef team from China at ABC Cooking Studio Indigo Store in Beijing to experience Canadian beef from gate to plate. The event will include a cooking demonstration of premium Canadian beef cuts, followed by the opportunity for the consumer audience to cook and experience their very own Canadian beef meal. This will allow attendees to prepare, cook and moreover, enjoy Canadian beef.

“In Alberta, we are known for our Rocky Mountains, our oil and gas industry, and our world-class beef,” said Minister Bilous. “Our cattle are grown, raised and made to meet the highest standards. With an international reputation for exceptional taste, quality and safety, there is no better example of our agriculture sector than Alberta beef.”

Canada Beef continues to work with provincial partners and governments, and brand partners to drive demand for Canadian beef among Chinese consumers. This leads to increased brand awareness and brand loyalty, with the intention of positioning Canadian beef as a favorite protein among Chinese consumers.

Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has offices in Canada, Mexico, Japan, China and Taiwan. Canada Beef works to foster loyalty to the Canadian beef brand and build strong relationships with trade customers and partners. These efforts increase demand for Canadian beef and the value producers receive for their cattle.

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For more information, please contact:
Ron Glaser VP, Corporate Affairs and Operations
Canada Beef
(403) 275-5890