



**FOR IMMEDIATE RELEASE**

## **Canada Beef shares Canadian beef brand story in Dubai Consumers, retail and foodservice industry to experience Canadian beef**

February 22, 2017 – After successfully launching an enriched global brand in Dubai in December 2016, including a new brand mark, tagline and video for Canadian beef that further ties the premium food to the land from which it comes; Canada Beef is hosting consumer and retail and foodservice industry events leading up to the world-renowned Gulfood Show later this month.

Canada Beef is proud to renew our partnership with Hilton Dubai Jumeirah Beach Resort and Air Canada to bring the best of Canada to Dubai through the Canadian Beef Culinary Series. Dubai residents and hotel guests will enjoy the Culinary Series at the Hilton property, a consumer-focused expression of the Canadian beef brand story and be eligible for the grand prize of two return flights to anywhere in Canada via Toronto, courtesy of Air Canada.

“Dubai is a premium market that expects the best and Canada Beef is excited to work with Hilton and Air Canada for our second year to leverage our brand promises and promote Canadian brand loyalty together to the premium resort consumer,” said Robert Serapiglia, Director of Business Innovation, Canada Beef.

The Culinary Series will take place February 22, 23 and 25, 2017 and include a Canadian beef beach barbeque, an intimate wine dinner and the Canada Beef Gala Dinner, featuring a culinary showcase by Chef Marty Carpenter from the Canadian Beef Centre of Excellence, located within Canada Beef’s headquarters in Calgary, Alberta.

Canada Beef is hosting their second Taste and Terroir event showcasing how just as it takes time to create great wine, it takes time to raise good beef. A term once favoured by wine enthusiasts and sommeliers, “terroir”, refers to the environmental conditions in which food is grown that give food its unique characteristics. Chef Marty Carpenter is excited to work with Canadian Executive Chef Alain Gobeil and the culinary team of the Fairmont Palms, in Dubai to showcase how the taste and terroir story brings together the parallels between beef and wine and how they are shaped by Canada’s terroir.

Minister Oneil Carlier, Minister of Agriculture and Forestry, for Alberta, Canada will be in attendance at the Canada Beef Gala Dinner, the Taste and Terroir event and the Taste of Canada networking reception. The partnership between Canada Beef, Agriculture and Agri-Food Canada, the Canadian Trade Commissioner Service and Alberta Agriculture and Forestry has again proven to be a highly successful way to leverage resources already in play in foreign markets.

The world-class brand partnership also includes Prairie Halal Foods who has been marketing the Canadian brand in the Middle East North Africa region since 2008, and has a strong network of premium brand partners that have supported the Culinary Series alignment with Canada Beef.

“We are very happy to partner yet again with Canada Beef and the Hilton Dubai Jumeirah Beach Resort for the second installment of the Culinary Series in the UAE,” said Wahid Kandil. “We believe events such as the Culinary Series are crucial to raising the profile of Canadian beef in such a highly competitive marketplace.”

With the UAE hosting World Food Expo in 2020, growing tourism and domestic consumers, the UAE will provide growing opportunities for Canadian beef. By positioning Canadian beef through the Culinary Series, Canada Beef will ensure Canadian beef and veal continue to be a choice premium protein in the market.

For more information about Canada Beef, visit [canadabeef.ca](http://canadabeef.ca). To experience the Culinary Series, follow along on Facebook and Twitter at [#LoveCDNbeef](https://www.facebook.com/CanadaBeef) and [#CDNbeef](https://twitter.com/CanadaBeef).

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### **About Canada Beef**

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 enable and sustain loyalty to the Canadian beef brand and build strong relationships with trade customers and partners around the world. These efforts increase demand for Canadian beef and the value producers receive for their cattle.

### **About Canadian Beef Centre of Excellence**

The Canadian Beef Centre of Excellence (CBCE), located in Calgary, Alberta, is the jewel of the Canadian beef brand and one of Canada Beef's richest resources. The CBCE strives to be a global leader in beef communication, culinary training, education and business development around Canada's beef industry through a state-of-the-art facility including a full commercial kitchen line, consumer kitchen and beef fabrication room. Through the focus of Connect, Innovate and Inspire, the CBCE brings the Canadian beef brand and story to life.

### **For more information, please contact:**

Ron Glaser  
Vice President, Corporate Affairs, Canada Beef  
(403) 275-5890 ext. 206  
[rglaser@canadabeef.ca](mailto:rglaser@canadabeef.ca)