

**More than Poutine and Maple Syrup: ‘Best Countries 2017’ Report Reveals
It’s Time for Canadian Cuisine to Shine**

*Canada Beef Hosts Unique Culinary Exchange Series Highlighting
a Global Appreciation for our Country’s Homegrown Fare*



May 4th, 2017 – Canada Beef is teaming up with Fairmont Hotels and Resorts across the country to celebrate Canada’s 150th birthday through a series of unique culinary exchange events with talented chefs from across the globe. Drawing inspiration from a [recent report](#) by U.S. News, where global respondents deemed Canadian cuisine less than stellar, Canada Beef and Fairmont are taking a stand to show the rest of the world just how impressive Canadian cuisine is.

“Over the next several months, we’re bringing chefs from Mexico, China, and South East Asia to Canada to collaborate with leading local chefs on this one-of-a-kind culinary exchange series,” says Joyce Parslow, Executive Director of Consumer Relations at Canada Beef. “Canadian cuisine is revered by culinary leaders from around the world who are seeking out products like barley, cheeses, and of course, Canadian beef. Just as Canadian wine took time to gain its notoriety on the global stage, Canadian cuisine is now doing the same.”

Through the hands of top global chefs, Canada Beef and Fairmont’s culinary exchange series is designed to course-correct the understanding of Canada’s food identity. All events in the series will include ranch tours, beef and wine pairing seminars, charity BBQs and gala dining experiences.

Kicking off the first of three events in Alberta, Canada Beef will host internationally renowned chef Zahie Téllez of Mexico at the Fairmont Banff Springs in May 2017. The accomplished chef has made a name for gourmet Mexican cuisine through her work in television and at restaurants José Guadalupe and Platos de Cuchara. Téllez’ style seeks high quality ingredients combined simply to create approachable authentic Mexican-inspired dishes where flavour is the star.

“Canadian beef is valued and respected by chefs worldwide for its consistent quality and flavour,” says Chef Téllez. “When cooking with fine foods like Canadian beef, you can taste the handcrafted care in every bite. I’m proud to play a role in affirming that Canadian cuisine is making waves on the global stage.”

Guests of Canada Beef’s inaugural culinary exchange will experience a behind-the-scenes kitchen tour at the historic Fairmont Banff Springs and Fairmont Palliser properties and taste the innovative cuisine collaboration of Chef Téllez and Fairmont’s Executive Chefs JW Foster and Chef Eraj Jayawickreme. Other program events include a ranch tour and a visit to the Canadian Beef Centre of Excellence (CBCE) in Calgary.

“The dedication we have made to the Canadian Beef Centre of Excellence and the partnerships we’ve formed with international chefs are core to our business,” says Parslow. “This world-class facility is enhancing the global understanding of Canadian beef through education and collaborative outreach.”

The Canada 150 celebrations will continue throughout the year, with events taking place in Toronto in the fall and Lake Louise in December. It is Canada Beef’s hope that this series of culinary events will revive an understanding and appreciation for exceptional homegrown ingredients and show the rest of the world why Canadian cuisine is a force to be reckoned with.

For more information or to arrange an interview with Canada Beef or Chef Zahie Tellez, contact:

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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.

For more information about Canada Beef, visit canadabeef.ca . Follow along on Facebook, Twitter and Instagram with #LoveCDNbeef and #CDNbeef.