



FOR IMMEDIATE RELEASE

Cooking for Mexico – Cancún 2017

Sponsors:

- Canada Beef Latinoamérica - Mauricio Euresty, Claudia Herrera-Blanc.
- Club Vatel- Chef Federico López.
- Jardín del Mar-Jimmy ZamBernardi

In a philanthropic effort Canada Beef Latin America will join the talent of 6 great Chefs from the Vatel Club, -Federico López, Karla Enciso, Felipe Celorio, Tiago Aceituno, Mario Blanco and Agustín Cruz – for a gala fundraising dinner event that will take place in Cancun, Quintana Roo, this Thursday, October 12, 2017.

This event will benefit the earthquake victims of September 7 and 19 in Mexico, and will be sponsored by Canada Beef, Club Vatel, Taller Gourmet and Jardín del Mar. All partners will be present on location at the event.

"Canada Beef and its partners in this event, *Cooking for Mexico*, are planning to bring a message of hope in solidarity with the people of Mexico" Francis Andres, President Canada Beef.

The dinner will consist of seven courses prepared by a team of 30 chefs. Guests will experience the best Canadian beef, with cuts prepared by talented Chefs from Club Vatel.

Singer Alejandra Milán will be in charge of delighting guests during dinner with his melodious voice, accompanied by a musical trio to celebrate Mexico.

The evening will be complemented by a silent auction with a piece donated by the renowned artist León Alva, and two paintings by the great maestro Alejandro Gómez Oropeza. The amount collected from the auction will be added to the funds raised from the dinner ticket sale. The event will also be supported by other organizations such as Concepto Rosa, Tempo, Trendy Cancún, Diego Sentías, Mood Event, and Wom.

The amount raised by this charity event will be channeled through the Carlos Slim Foundation, which has committed to promote the event and donate five times the total funds raised through the event. The Foundation will be responsible for directing the funds to the people and communities affected by the earthquakes that devastated Mexico on September 7 and 19, 2017.

Menu Details:

First course:

Green Apple with Mezcal Infusion.

Second course:

Canadian Beef Gatar with Mexican Quelites.

Third course:

Beef Consommé with Canadian Rib-Eye

Fourth Course:

Garden Salad with Crisp Canadian Beef

Fifth Course:

Flat Iron Steak with Black Mole

Sixth Course:

Mango Shortcake

Seventh Course:

Assorted Petits Fours

-30-

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 32 staff in 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.

Ron Glaser

Vice President, Corporate Affairs, Canada Beef

(403) 275-5890 ext 206