



### Announcement

November 15, 2017 – Canada Beef is teaming up with Pinty’s Grand Slam of Curling, the largest series of professional events on the World Curling Tour. With 5 events, 52 plus game telecasts and over 130 hours of live curling, this opportunity provides Canada Beef the ability to further build brand loyalty and consumer awareness of Canadian Beef. The curling events are telecast Nationwide via Sportsnet and are taking place in cities across Ontario, Manitoba and Alberta between November 2017 and April 2018.

Curling is a sport with strong Canadian heritage and continues to evolve as new fans participate and enjoy the sport. Here are a few interesting facts about curling fans:

- A split of almost 50/50 men and women watch these televised events.
- Nearly half (47%) of viewers spend \$100+ on groceries in an average week
- 1 in 4 shop at butcher/meat shops
- 12% more likely to have purchased meat in the past month
- 43% buy locally grown/raised products when possible
- 28% more likely to have eaten 1 to 2 times at a steakhouse restaurant in the past month

Moreover, Canada Beef continues to invest in the consumer brand recognition of the Canadian Beef logo which is crucial to building logo equity that can be realized by our business partners. In turn, by incorporating our brand logo and messages into their marketing programs, our business partners extend the reach of our brand marketing efforts, a critical factor in our ability to market Canadian Beef effectively.

The Grand Slam of Curling events offer integrated, fully customizable turn-key solutions that allows the Canadian beef brand the opportunity to own the attention of curling fans. The Canadian beef brand mark will be visible during games (in-venue and in-ice), including televised games, which allows for brand exposure with both regional and national reach. Other Canada Beef assets such as the Roundup App are featured in the event program with a strong call to action to download the app. The televised events have a total reach of 7 million. With over 41k social media followers and 1.7 million page views, it’s a fantastic opportunity for Canada Beef to further build its own digital and social media audiences.

Checkout the curling schedule <http://www.the grandslamofcurling.com/>

#### 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 Calgary (Head Office), Mississauga, Mexico (LA), Japan, China, and Taipei (SEA). 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.

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**For more information, please contact:**

Ron Glaser  
Vice President, Corporate Affairs, Canada Beef  
(403) 275-5890 ext 206