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Delicacy Removes Boundaries – Canadian Beef Loved at Global Tables! Fusion Cuisine Brought to You at the Media Brand Launch



On October 20, 2016, Canada Beef held a unique brand launch event at Imperial Hotel Taipei to promote high quality Canadian beef. The event was hosted by Imperial Hotel Taipei's executive chef, Jimmy Cheng-De Chen. Inspired by special, global dishes, Chef Chen turned fresh and delicious Prime Canadian beef into various fusion dishes, wowing all the guests.

The menu included three appetizers. The first one was “Classic European Style Light Smoked Beef Tartare.” Similar to the Hamburg steak, the beef was slightly fried on both sides, enabling the inner side to keep the fresh essence of beef flavor. The second one was Japanese-style “Japanese Inspired Prime Torched Steak Nigiri,” which amazingly combined Eastern and Western flavors. The beautiful ending was “Thai Passion Pan-Fried Hot and Sour Siam Short Ribs.” The three appetizers had all flavors from light to strong, fully demonstrating the wide range of possibilities for Canadian beef.

The main course was the only two percent graded premium “Classic Grilled Prime Short Ribs” and “Oven Roasted Prime Ribeye Steak.” The meat was fresh, sweet and flavorful. By using the cooking technique of first frying and then grilling, the chef grilled the steak crisply to present a caramel color and sealed the gravy inside of the steak. Paired with the exclusive sauce, it tasted extremely delicious. The dessert “French Romance Kiss on Fire Prime Ribeye Cap Chocolate” perfectly combined Rum, Ribeye cap, chocolate and vanilla ice cream all together. When the rum was lit, the beautiful flames were dancing in the dessert cup. All guests were amazed, taking their phones out to capture the beautiful sight through pictures. Combing sweetness and saltiness, the Kiss of Fire was so unique and impressive.



Joyce Parslow, Executive Director of Marketing & Consumer Relations, came from Canada to join the event. She showed her appreciation for the chef for preparing delicate and delicious dishes, and her favorite was the creative dessert. She was pleased to see that Taiwanese consumers were not only fond of Canadian beef, but also willing to know the cultural background of Canada Beef. Mr. Daisuke Shimojima, Asia Director of CBII, believed that tasting the delicacy on their own was the crucial key for Taiwanese consumers to understand Canadian beef. Such media dinners would help them to promote.

Ms. Deana Kao, Senior Manager of CBII, said that although Canadian beef was a Western-style ingredient, it could still turn into various cuisines through a variety of cooking methods. This time, the menu was inspired by the concept of “Global Dining Table.” Through different cooking techniques from the world, Canadian beef was not only a piece of steak but could turn into sushi, European cuisines, and even creative desserts. While the guests were astonished by the incredible imagination, it also successfully attracted the media to report.



In addition, Canada Beef launched a new brand mark in 2016, intended to establish a clearer image of high-end beef. At this event, Canada Beef also announced the modification of the brand mark, hoping to enhance their visibility and make more consumers know the brand through the media reports.



Come to Taste Delicious Canadian Beef Now!

City Super Invites Consumers to Try the Tasty Beef on Weekends



From September 2016 to January 2017, City Super is holding sampling events in their business locations throughout Taiwan every weekend, including Tianmu Branch, Fuxing Branch, Banqiao Branch, Taoyuan TaiMall Branch, and Hsinchu Branch. The event will be open from 12:00 a.m. to 6:00 p.m., and there will be professionals to fry and cook fresh Canadian beef for consumers to try.

Ms. Huang, who tried the beef at Fuxing Branch, said that Canadian beef tasted softer and juicier than other beef. Although the price of Canadian beef was slightly higher, she would still buy occasionally to reward herself. Mr. Wu said that it was his first time to eat Canadian beef, before that he used to eat American and Australian beef. He said that the beef tasted good, and the brand mark of the brand was a good design as well. He would pay more attention to the relevant information of Canadian Beef from now on.



New Opening of TaiMall Branch!

Great Fun in the Cooking Classes



City Super has opened a new branch in Taoyuan TaiMall, and held two cooking demonstration classes on October 10, 2016. Inviting Chef Bing-Wen Chen to design two courses made of Canadian beef. The events attracted many consumers to join, who actively asked for information about Canadian beef. The visibility of Canada Beef has been significantly improved through the successful cooking classes.

Experience premium Canadian Beef at E-DA Hotel in Southern Taiwan! Brought to You with the Authentic Canadian Flavor by the Chefs



Canada Beef landed in southern Taiwan! Since mid-November 2016, Canada Beef had been working with Kaohsiung E-DA World to host the Canada Carnival for a month. A special media dinner was held on the opening day, and Alistair Barnes, the renowned head chef of Canadian Rocky Mountain Resorts, was invited as the guest chef to cook the most authentic Canadian beef dishes, greatly satisfying the appetites of the consumers in southern Taiwan.

On that day, Alistair Barnes demonstrated various courses of beef dishes. He also collaborated with the chefs of E-DA Skylark Hotel, Shun-Qiang Li and Guo Zhen Zeng, jointly designing an exclusive menu of Canadian beef to be served by the restaurants of the two hotels during the Canada Carnival. In addition, E-DA World also organized two cooking classes on November 19 and 20, inviting guest chefs to showcase their own private recipes and making the public more aware of the delicious taste of Canadian beef.



**For any questions or information about the quarterly report,
please contact:**

Canada Beef International Institute
7C12 7FL, No.5 Hsin - Yi Road Sec.5, Taipei, 11011, Taiwan
Tel: 02-8780-1206 Fax: 02-8780-1207
Email: ichang@canadabeef.ca (Ms. Isabelle Chang)