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**Congratulations! Celebrate Canada's 150<sup>th</sup> anniversary of  
Confederation with Delicious Feasts!  
Polygram Brings New Sensation via Chinese Cuisines**



This year, 2017, is the 150<sup>th</sup> anniversary of Canada becoming a country, and there have been many celebrations to mark the occasion all over the world. The Canadian Trade Office in Taipei, in cooperation with Polygram Restaurant Group in Taichung and Canada Beef, held the 2017 Canadian Food Festival, bringing consumers a different food experience through the use of excellent Canadian high-end ingredients in cooking creative Chinese-style dishes. Polygram Restaurant held a press conference in June to promote the food festival, inviting guests and the media to experience the event in advance of the public opening.

Director of Trade and Investment at the Canadian Trade Office in Taipei, David Bostwick, stated that Canada has an excellent agricultural and livestock environment and that Canada is one of the world's top five exporters of agricultural products, including beef, pork, soybeans, cranberries, lobsters, maple syrup and other high-quality ingredients. It was with great pleasure that he introduced these ingredients to Taiwan consumers through Cantonese cuisine.

Vice President of Polygram Restaurant Group Mr. Yu said that Cantonese cuisine is particularly suited for the use of high-end ingredients. The chef used high-quality Canadian ingredients to put together creative dishes, which not only facilitated the exchanges between different food cultures, but also brought new flavor ideas to familiar ingredients.



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A winner of championships in many cooking competitions, Mr. Chi stressed that grain-fed Canadian beef is incredibly fresh and delicious. He designed dishes for the food festival entirely by himself, and demonstrated the beef dish “Pan-fried Diced Beef with 3 Onions” right on location. He first dry-fried the beef with hot oil, and then added onions, green onions and red onions with a special sauce to bring out the beef’s delicious sweet taste. The dish smelled so appetizing that guests in attendance could hardly wait for a taste! The chef also introduced another dish, called “Sauced Boneless Beef with Black Garlic,” which uses fermented Taiwanese black garlic and honey to make a creative sauce and highlight new flavours from the beef. All the guests were elated and offered great praise for the dish.



Senior manager at Canada Beef International Institute Deana Kao stated that Canada Beef works mostly with Western restaurants or Chinese restaurants in hotels, and that it was the first time it had collaborated with a specialized Chinese restaurant. Canadian beef is often regarded as a Western ingredient. In Chinese cuisine, beef is usually fried in slices with no creative forms. However, on this occasion, the chef used Cantonese-style sauces to cook different dishes, and the effect was amazing. She hoped that this collaboration would stimulate the imagination for consumers when it comes to Canadian beef.

Kao also announced that Canada Beef would also hold other 150<sup>th</sup> anniversary celebration events with the Roots flagship store to jointly promote Canadian beef through further alliances.





## Canadian Beef Enters Vietnam's High-end Fresh Food Supermarkets Vietnamese Exclusive Packaging Gains Attention and Popularity

Canada Beef is collaborating with Vietnamese local food supplier TD Food to launch in high-end fresh food supermarkets. Twenty high-end supermarkets, including AEON Mall, Fivimart and Vinmart, began selling Canadian Beef and held tasting promotions in their stores in mid-June. Canada Beef helped with staff training in order to ensure that staff could properly introduce the advantages of Canadian Beef to consumers.

To accurately convey the advantages of Canadian beef, TD Food designed special Vietnamese packaging, which shows the brand image and story, in the hopes of enhancing visibility among consumers and establishing a high quality, healthy, high-end food image to stimulate consumer desire to purchase.

Canada Beef stated that this is its first time selling in Vietnam's fresh food supermarkets. It will continue to hold similar marketing events in the future, and discuss further collaborations with the local food and catering industry with TD Food.



## Singapore Epicurean Market

### - Canadian Beef Captures Consumers' Taste Buds!

#### Hotels & Restaurants Show Business Interest in Expanding High-end Markets



Canada Beef's Asian Executive Director went to the food festival in person, bringing professionals to train Frosts Food & Beverage salespeople in order to familiarize them with the strengths and selling points of Canadian Beef cuts. After the tasting, consumers displayed a high degree of satisfaction with Canadian beef and sales continued to grow.

In addition, 10 restaurants and retailers have expressed their willingness to collaborate with Frosts Food & Beverage. A world-famous hotel group also considered introducing Canadian Beef in its hotel restaurants. Frosts Food & Beverage will hold further discussions regarding collaboration with these potential partners, in the hopes of expanding the visibility for Canadian Beef in Singapore's food market and gaining more exposure to high-end market consumers.

Hosted by Marina Bay Sands, the Epicurean Market has entered its fifth year. With more than 30 well-known restaurants and retailers offering delicacies, thousands of food lovers were drawn to attend the event for its world-class cuisine. Of course, Canada Beef also took the opportunity to promote brand awareness with consumers by emphasizing the high quality standards and pristine environment for Canadian beef.



Singapore importer Frosts Food & Beverage was responsible for cooking the food during the event. Rib eye steaks, strip steaks, short ribs and beef stew were provided on location for consumers to taste and purchase. Frosts Food & Beverage are very receptive to marketing strategies and market trends; hence, they are a very strong partner in promoting Canadian beef.

## Canadian Beef Marching to Emerging Market “Indonesia” Canadian Beef Promotes Publicity in Fresh Food Markets



Long anticipated, Canadian Beef has now entered the Indonesian market! In April, Grand Hyatt Jakarta held a nine-day Canadian Food Festival, inviting Executive Chef of Park Hyatt Toronto Joan Monfared to be the guest chef, designing an exclusive menu using Canadian Beef and lobster. H.E. Peter MacArthur, Ambassador of Canada to Indonesia, invited many importers and exporters of Canadian food to attend the dinner and enjoy the delicious food.

The Embassy of Canada and Canada Beef also co-organized a Canada Beef Brand Seminar, during which Canada Beef’s Asian Executive Director introduced the Canadian Beef industry background, brand story, and marketing strategy, while Chef Joan Monfared shared her cooking experience with Canadian beef. More than 45 participants, including meat importers, retailers, and owners of hotels and restaurants, attended the seminar to share their experiences. Canadian Beef is now being sold in several Indonesian retail supermarkets, including Hero, Primo and Carrefour.

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