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Executive Chef of City'super Brings Taiwanese Flavor to Canadian beef! A New Taste of Canadian beef with Taiwanese Stir-Fry Style



Canada Beef and City'super jointly held a cooking class in October 2017. On the 24th, Charmaine Chang, Executive Chef of City'super was invited to teach class members how to cook Canadian beef using Taiwanese and Hong Kong cooking techniques, which was a rich experience for the senses. Members tasted the delicious dishes created by the chef at first and then tried making their own -- a very rewarding cooking class!

Chef Chang has spent some time in Canada, so she was very familiar with Canadian beef. She said that the soft water coupled with grain-fed and natural grazing makes Canadian beef tenderer with a richer beef flavor compared to beef from other countries. To suit Taiwanese tastes, she prepared three stir-fry dishes suited for the class, including "Beef Fillets with Tomatoes Sauce in Chinese Style", "Black Bean Beef Strips", and "Sesame Beef Slices with Celery".

Class member Mr. Wong said that he was a beef lover and used to eat Japanese beef. With only a little knowledge of Canadian beef, he enrolled in the class out of curiosity. It was his first time to try Canadian beef, and he immediately fell in love with its tender texture. He decided to buy some to take home to cook for his family. Ms. Hsiao was already a Canadian beef lover. She loves the exceptional tender texture and super beefy flavor of Canadian beef. Fillet steaks can be cooked easily using a frying pan and are ready to serve with only a little salt—something which can be done easily by even her son who is in grade 8! She said that the cooking class taught her many new recipes, and that she had learned more about the variety of meals you can make by cooking with Canadian beef Taiwanese style.

Canada Beef stated that its cooperation with City'super would increase the popularity of Canadian beef among the City'super consumers. The special Taiwanese cooking styles taught by the chef enabled members to try many different cooking methods for Canadian beef. Members could buy Canada Beef products right after class, which was convenient and a smart way to encourage the participants to start cooking some of the recipes at home.



City'super also launched sampling events on weekends from September to December, attracting many customers. Ms. Wang said, "The beefy flavor is what makes Canadian beef robust. It doesn't need much seasoning, because the flavor of the beef does not need to be emphasized as it is delicious enough." Ms. Chang believes that the clean environment in Canada aids in the raising of cattle. After trying Canadian beef for the first time, she was amazed by its rich flavor and taste. She said Canadian beef would be on her list of purchase options in the future.

**Canada Beef Collaborates with Roots Café to Celebrate
the 150th Anniversary of Canada!
The Best Value Set Meal Highly Recommended by Bloggers**



2017 marked the 150th anniversary of the founding of Canada and celebrations were held all over the world. Canada Beef also collaborated with Roots to launch a limited edition "Canadian Steak 10 oz Set" at Roots Cafés in Taipei. On November 8, Roots Café held a press conference to officially launch the menu, inviting the media and influential gourmet bloggers to experience authentic delicious flavor from Canada in advance.

More than 30 media reporters and gourmet bloggers were gathered on the lively avenue. First, the representative of Canada Beef introduced the features and special qualities of Canadian beef, letting everyone know more about Canadian beef. Then, Chef Derek Liu demonstrated his cooking method. After the introduction, media reporters and bloggers couldn't wait to start enjoying their meals! The delicious aroma of steak and laughter floated in the air.

Derek Liu, Executive Chef at Roots Café, said that the Canadian beef was quite sweet and tender. In order to retain the gravy, he chose Prime-grade chuck with fine, evenly dispersed marbling and when browned, the delicious beefy flavor became the star of the tasting experience. To enhance the flavor further, he paired the beef with an 8 to 10-hour cooked mushroom gravy to represent the true flavor of Canada.

Cherie, a Taiwanese famous blogger, enjoyed her very first Canadian beef meal. She said that the taste was very special, because it was so tender on the inside but crispy crust on the outside. Most importantly, this 10 oz steak set with soup, vegetable salad and vanilla bread only cost NT\$ 480 (approx. CAD\$20), a good value that was worthy of her recommendation!

Canada Beef indicated that Roots is also represents the Canadian image, so working with them can help give consumers a more complete impression of what Canada is all about. Providing a more budget priced and affordable steak set meal can help Canadian beef to be more accessible to younger consumer audiences and to become recognized more broadly across consumers of different age groups.



Canadian Steak 10 oz Set” at Roots Cafés.

Celebrate Canada’s 150th Anniversary with International Culinary Exchanges! Philippine Chef Develops Creative and Delicious Dishes

To celebrate the 150th anniversary of Canada, Canada Beef organized three international culinary exchange media events, inviting celebrity chefs from Mexico, China and the Philippines to work with the executive chefs from three historic Canadian Fairmont Hotel properties to develop unique dishes that showcased Canadian beef. Taiwan’s branch office invited young Filipino chef Anthony Glenn Amoncio to work with Chef Jean-François Fortin, Executive Chef at Fairmont Chateau Lake Louise in Canada, to create innovative recipes together in an effort to captivate food and travel media attention and generate story development.



Abe Van Melle, Jean-François Fortin and Anthony Glenn Amoncio. (From Left to right.)

During his stay in Canada, Chef Anton visited local culinary experts Marty Carpenter, President of the Canadian Beef Grading Agency, and Abe Van Melle, Technical Manager for the Canadian Beef Center of Excellence. The three of them exchanged their cooking techniques and skills, and had dinner at a steak restaurant, chatting about many interesting things related to Canada.

Chef Anton also visited the Canadian Beef Centre of Excellence and learned beef butchery techniques. Afterwards, he headed to Fairmont Chateau Lake Louise, one of the most scenic places in Canada, to exchange cooking ideas with Executive Chef Fortin. They used high-quality Canadian Beef to create four innovative recipes, such as Beef Salpicao and Crostini Beef Bites, a dish that is seasoned in flavorful ingredients first and then stir-fried. It can be served as a main course, and also as party finger food when served on slices of crostini.

Chef Anton also presented a traditional Philippine dish, Sinigang, which was made using stewed Canadian beef short ribs with green mango sauce. Its unique taste and flavor was truly amazing. “The flavor of Canadian beef is fresh and rich. It can balance the slight acidity of the green mango sauce, together creating a very subtle flavor,” said Chef Anton.



Beef Blinis Bites.



Beef Salpicao and Crostini Beef Bites.

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