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Canadian Food Festival at Caesar Park Hotel Banqiao - A Feast of Canadian Beef



This spring, the most anticipated food feast was held at the five star hotel "Caesar Park Hotel Banqiao". CBII worked with Caesar Park Hotel to launch the Canadian Food Festival in conjunction with Canadian Trade office in Taipei and Air Canada. Starting from March 19 to April 20, 2018, Canadian Beef was available in all the hotel restaurants including buffet restaurant "Bon Appétit buffet", Italian fine dining "Carrara Italian restaurant", Chinese cuisine restaurant "Jia Yan Chinese

restaurant" and in-room dining as well. CBII also invited the Smiling Chef—Quentin Glabus, who had served at Embassy of Canada in Japan and Beijing, to be the guest chef and share his delicious cuisine with everyone!

On March 20, Caesar Park Hotel Banqiao held a press luncheon, inviting the media and food bloggers, as well as Christopher Downs, a well-known Canadian entertainer in Taiwan, to participate in this event. Chef Quentin greeted the audience and introduced the story of how Canada's natural environment impacts the characteristics of its agricultural products.



Chef Quentin said that as a major agricultural economy, Canada's export volume of crops for last year reached 320 million Canadian dollars, which was 22% higher than the year before. Of all the Canadian exported foods, Canadian beef also showed a significant increased growth rate. He hoped that more Taiwanese people would be able to experience the fresh taste of Canadian ingredients through this event at the hotel, and also by purchasing Canadian ingredients to enjoy in their own home cooking.



At the luncheon, Chef Quentin demonstrated his incredible culinary skills by preparing the main course, a Cocoa & Espresso crusted Rib Eye steak which used a Prime-grade of Canadian beef, which exhibited a bright red color with evenly dispersed marbling throughout the meat. After being prepared with a special sauce that was mixed with coffee powder, cocoa powder, red pepper powder, and Italian spices, the Rib Eye steak was fried until crispy with all the rich gravy locked in the meat and the appetizing smell floating in the air. Served

with squash and ricotta gnocchi and coated with the specially-made bone-marrow béarnaise source, the delicious steak was cooked to medium-rare. The demonstration and tasting amazed all the guests.

Jack Wu, Vice President of Caesar Park Hotel Banqiao, admired the landscape scenery and foods of Canada that were presented, remarking that this event would allow Taiwanese people to discover the beauty of Canada, “The Maple Country.” Canada Beef said that through the alliances with restaurants and airline companies, not only one specific food ingredient could be promoted, but the image of Canada’s beautiful environment and fertile agricultural products could also be appreciated by the Taiwanese people, thereby increasing the awareness and understanding of the Canadian Beef brand and ultimately, build a preference for Canadian beef.

Canadian Beef for the Filipino Palate Fusion Dinner



In 2017, CBII partnered with Philippine Lifestyle Network and Embassy of Canada in the Philippines to celebrate Canada’s 150th birthday, by inviting Canadian native Chef Quentin Glabus along with Chef Sharwin Tee, host of the Lifestyle Network’s *Curiosity Got the Chef* to shoot an episode for broadcast. In the episode, Chef Quentin and Chef Tee combined Canadian ingredients with Philippine cooking techniques, creating unique and delicious dishes. This episode was broadcast in February 2018.

To promote this episode broadcast, Canada Beef worked with the two chefs to co-host a Canadian Beef Filipino Palate Fusion Dinner, and invited close to 80 media reporters, food bloggers and CBII business partners to enjoy the delicious food in the official residence of Canada's Ambassador to the Philippines, John Holmes. A local culinary arts school was also invited to assist in the service of this dinner party.



The two chefs presented a total of three Canadian beef dishes: the refreshing appetizer, Beef Carpaccio with green salad and sawsawan dressing, the Filipino-flavored Beef Sinina Pate Chinois, and the Chef Quentin's signature dish, Cocoa & Espresso crusted Rib Eye steak. While enjoying the delicious food, the guests were also surprised by the diversified ways to cook Canadian Beef. Their preference for Canadian beef was enhanced by this wonderful evening event!

Taste the Goodness of Canadian Beef



In March 2017, CBII partnered with Singapore food magazine *Epicure Magazine* to conduct a promotion with The Westin Singapore. The promotion was held at Cook & Brew restaurant at The Westin. On March 12, a private dinner was also held, in which 30 readers of *Epicure* food magazine, local politicians and business celebrities were invited to enjoy the high-end Canadian beef dishes personally designed by the Executive Chef of Westin.

Aaron Foster, the Executive Chef of the Westin Singapore Group who was born in Ontario, Canada, was invited by Canada Beef to develop the menu for this dinner party. He used AAA-grade beef ribs to make raw beef slices. The slices were thick-cut in order to showcase the rich flavor and aroma of Canadian beef. The most popular dish he made was the medium-rare New York Strip steak (Strip Loin), served with beef bone marrow, potatoes and a signature sauce. Guests were wowed by the taste and the experience of this unforgettable culinary experience.

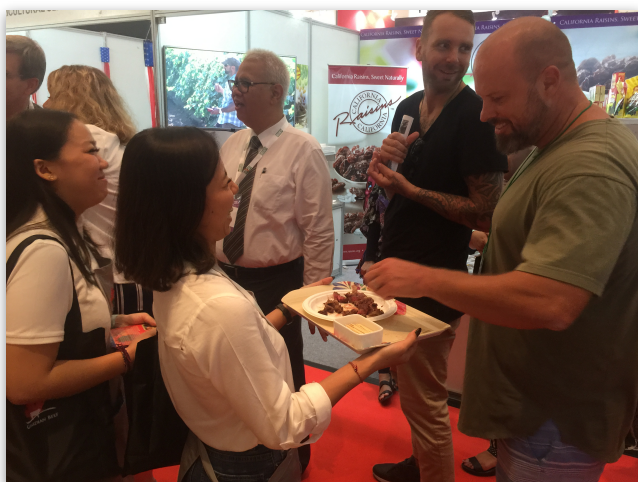


Canadian Beef Trending in 2018 Bali Food Show!



Canada Beef partnered with the Embassy of Canada in Indonesia to participate in Food and Hospitality Tourism (FHT) Bali 2018 from March 1 to 3, promoting premium Canadian beef in Bali, as well as setting up a booth at the food fair for the public to sample delicious Canadian beef. It was no surprise that the tasty flavor of Canadian beef won high praise from the guests including local restaurants and importers.

Bali is a popular resort spot in Asia with a great number of star-rated hotels and resorts. Since the demand for high-quality ingredients is top of mind in this location, this event was the perfect fit to showcase Canadian beef quality for the purpose of developing this market opportunity. The food show attracted many catering operators, and they were demonstrated much curiosity and interest in Canadian beef, frequently stopping by the booth to get more information about Canadian beef. With such a fresh and delicious taste, it is anticipated that Canadian beef will soon have a place in the premium catering market in Bali.



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