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Canada Beef Restaurant Campaign in Singapore

Special Canadian Beef Season's Menu & Canada Beef Advertorial with W&D Magazine



Starting from November 2015, Canada Beef International Institute (CBII) partnered with Canadian Trade Office in Singapore, W&D magazine and SHIRO Corp. to select four famous restaurants in Singapore, which included Alkff Mansion Restaurant, ETNA restaurant, Italian Osteria Restaurant and Yu Cuisine to run a series of Canadian beef restaurant campaign activities for two months. Each restaurant had designed and promoted various types of dishes to beef lovers in Singapore.

The Kick-off dinner was held at Alkff Mansion Restaurant on the evening of November 3rd. After a greeting from Ms. Maple, one of the mascots from CBII, CBII made a brief introduction about Canada Beef. Then Mr. Francis Chan, Trade Commissioner of the Canadian Trade Office in Singapore made a toast to start the dinner feast.

Simone Depalmas, Executive chef of Alkff Mansion Restaurant served 3 special dishes, including Beef Carpaccio with Rucola Salad and Parmesan Cheese, Potato Gnocchi with Porcini Mushrooms and Beef Tenderloin, and Beef Tagliata served with roasted potatoes. The amazing taste of Canadian beef made all guests fully satisfied.

After the event, CBII provided Canadian beef to all guests as a take home gift so they could follow all chefs' private recipes published on W&D magazine, and cook a delicious meal at home.

CBII mentioned that they hope this event could raise CB brand awareness and create more opportunities for future partnership, and make people in Singapore leave with great impressions of high - quality Canadian beef.



Canada Beef Bloggers Cooking Experience

Bloggers are Full of Confidence to Promote Canadian Beef



As Internet becomes an indispensable media today, gourmet bloggers are important opinion leaders for audiences in Taiwan. CBII followed the trend and partnered with a Canadian Trade Office in Taipei and Alberta Taiwan office to market Canadian beef. In November 2015, CBII held a cooking class in Taipei and invited several famous gourmet bloggers to join the event.

At the beginning, Mr. Mario Ste-Marie, the Executive Director of Canadian Trade Office in Taipei and Ms. Li-An Chen, Representative of Alberta Taiwan Office gave a short speech separately, then Ms. Deana Kao, the senior

manager of CBII, made a presentation about Canada beef and the advantage of Canadian beef, to give the audience more knowledge about Canadian beef.

CBII invited the well-known five star hotel Chef Chia-Chi Lee to design and demonstrate three tasty dishes. During the demonstration, Chef Lee also invited Mr. Mario Ste-Marie to join him. They worked together and finished delicious short ribs with madère sauce which smells really good. After seeing the wonderful dish, all the bloggers couldn't wait to cook by themselves.



Under the instruction of Chef Lee, bloggers one by one carried out tasty dishes. One of the bloggers in attendance said that he doesn't cook often, but with the chef's instruction and access to high-quality Canadian beef, now he could also cook a marvellous steak. Another female blogger said she has never paid attention to the origin of the beef, but after tasting Canadian beef, she not only has more confidence with Canadian beef's quality but is also willing to buy it in future.

CBII said that this cooking class was successful; all bloggers were satisfied about the quality of grain-fed Canadian beef. CBII hoped these influential bloggers could make more people to know Canadian beef better.

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Parents and Kids made Tasty Beef Patty Together

Simple & Nutritious for adults and children



In January 2016, it was cold and rainy outside; nevertheless, Supreme Salmon Kitchen was full of laughter and happiness, because many gourmet bloggers and their children were ready to make delicious beef patties on their own. CBII invited Chef Bing-Wen Chen to demonstrate three tasty dishes made of Canadian veal products and share with all participants.

Before the event, Ms. Deana Kao provided a short introduction about Canadian beef and hosted a quiz contest. Mr. David Mark Bostwick, Director of Trade and Investment, Canadian Trade Office in Taipei asked questions. A lot of kids raised their hands to

answer questions and got great prizes. Finally, CBII mascot Maple showed up and took pictures with children, she was really popular among kids.

Chef Bing-Wen Chen invited Mr. David to cook with him. Chef also added pineapple slices, garbanzo and broccoli, to make the beef patty more nutritious. "Growing children need to absorb fats appropriately, Canadian beef is tender and not too greasy, which is perfect for children." said the Chef Chen.

One of the bloggers in attendance brought her son and daughter to join this Parent-Kid cooking class. She thought parents and a kid cooking together is really interactive and interesting, and children could also show amazing creativity. Another blogger felt that Canadian beef isn't too greasy, which is good for health. His daughter Gigi said the beef patty is soft and extremely delicious. The great nutrition and dainty flavor of Canadian beef really impressed bloggers and their children very much.



CBII stated that Parent- kid cooking is very common in the West and it is becoming more popular in Asian countries recently. Many celebrity chefs nowadays focus on teaching children about food ingredients. The cooking class not only taught children to know about food, but also taught them how to cook correctly. By this purpose, CBII invited parents and kids together, feeling the fun of cooking and enjoyed the charm of Canadian beef.

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