



FOR IMMEDIATE RELEASE

Beef Information Centre Launches E-newsletter

Thursday, December 17, 2009 – Today the Beef Information Centre (BIC) launched an electronic version of their long established Beef up Your Business print newsletter in an effort to meet the needs of their readers in this online age.

“Our readers have told us they want more information on Canadian beef, more often,” says Rob Giguere, Sr. Director, Domestic Trade Marketing for the Beef Information Centre. “An e-newsletter format gives us the flexibility to meet this industry need, while minimizing our environmental footprint.”

For over twenty years, the Beef up Your Business newsletter has been delivering news and merchandising ideas on Canadian beef. The e-newsletter will continue to be a leading resource, offering interesting articles, technical information, links to free resources and foodservice recipes all relating to Canadian beef.

The e-newsletter will combine three previous publications and will provide information specific to the retail, foodservice and processing development market segments

Delivered to inboxes six times a year, and with the same great graphics and resource ordering links, the e-newsletter is a must-have for beef professionals.

Sign up to receive the “Beef Up Your Business” electronic newsletter at www.canadianbeef.info

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