



**FOR IMMEDIATE RELEASE**

**Canadian Beef takes Center Stage at ACF Convention August 2<sup>nd</sup>.**

Calgary, AB July 27, 2010 – Canada’s Beef Information Centre (BIC) is on the agenda at the American Chef’s Federation (ACF) National Conference, in Anaheim (August 2 – 5, 2010). Titled “**Lean on Beef – Culinary Options in Challenging Economic Times**” the presentation will showcase how Canadian beef on the menu can evolve to meet the changing needs of diners.

Canadian Chef Michael Allemeier, former Winery Chef at the world-renown Mission Hill Winery, popular TV host and speaker will provide insight into what guests are looking for as well as ideas for the modern menu.

This 90-minute informative session will explore how to build menus and dishes that “redefine” the classic presentation of beef to meet these challenging economic times utilizing some interesting new beef cuts. Chef Allemeier will be demonstrating the following interesting Canadian beef recipes:

**Star Anise and Syrah Braised Chuck Flat**

**Grilled Rib Cap Florentine**

**Roasted Tri Tip with Smoked Paprika, Olive Oil and Oregano**

**Thai Spiced Grilled Tri Tip Roast**

Chef Allemeier along with BIC’s team of beef professionals will present information on the quality of and opportunities for Canadian beef. The Beef Information Centre has a long-standing relationship with the American Culinary Federation, presenting to thousands of local American chefs over the course of more than 25 ACF national, regional and chapter events in the past few years in order to facilitate understanding of the Canadian beef advantage to these key buyers.

For more information on the conference, please visit: [www.acfchefs.org](http://www.acfchefs.org)

*The Beef Information Centre is the market development division of the Canadian Cattlemen's Association.*

For more information or to set up an interview with Chef Allemeier (bio attached) or a member of the Beef Information Centre's US Market Development team, please contact:

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