



**FOR IMMEDIATE RELEASE**

**Stonefire Grill First Restaurant in U.S. to promote Canadian Beef**

Calgary, October 4, 2010 - Stonefire Grill is a fast-casual dining chain in Southern California and the first restaurant chain in the United States to promote Canadian beef. Now using Canadian tri-tip, Stonefire Grill has added the Canadian beef brand mark to their marketing materials.

"This is a great development for us," says Marty Carpenter, senior director U.S. market development for the Beef Information Centre (BIC). "Canadian beef is served at many restaurants in the U.S., Stonefire Grill is the first to put our logo on their materials; we are thrilled to have their commitment."

BIC developed a relationship with Stonefire Grill at the National Restaurant Association tradeshow, from there BIC worked with Stonefire Grill's supplier to identify their Canadian beef specifications and supply. BIC was also "hands-on", spending time on-site demonstrating the Canadian beef advantage to their chefs and executives.

"Canadian beef is a perfect fit for us," says Kaduri Shemtov, Stonefire Grill. "The quality of beef is fantastic and guests continue to love our tri-tip."

At Stonefire Grill guests have an option to eat in, take-out their meal, or take-out dinner for the whole family....or a whole party. Stonefire Grill emphasizes their take-out menu with the idea that their kitchen could, and should, replace your kitchen on a regular basis. Seasoned beef tri-tip is one of a number of options available – created from family recipes with a focus on taste, value and convenience. Canada AA tri-tips are slowly cooked overnight in specially designed ovens to ensure a tender and juicy product. Then, are taken directly from the ovens and finished on either mesquite-fired grills or high heat broilers.

"The team at the Beef Information Centre was very supportive," says Shemtov. "We continue to work with them on this program as well as other items. We are very pleased with the relationship and the product, Canadian beef is a great choice."

The Beef Information Centre is the market development division of the Canadian Cattlemen's Association, which represents Canada's 83,000 beef producers. [www.canadianbeef.info](http://www.canadianbeef.info)

Stonefire Grill is unique fast-casual dining chain with seven locations throughout Southern California. [www.stonefiregrill.com](http://www.stonefiregrill.com)

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