

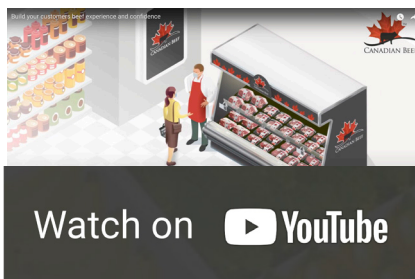


BEEF UP CUSTOMER EXPERIENCE AND CONFIDENCE

Canada Beef recognizes the importance of keeping information accessible at key time points relating to beef purchases and preparation. Consumers simply scan a Gateway QR code with a smart phone or tablet to access content that inspires them to try new beef cuts, recipes and preparation methods with confidence.

This first edition of the Gateway is designed for local retailers and those looking for quick-to-implement solutions. Future phases of the Gateway will support co-branded partnerships with national retail banners that incorporate customizable content.

Watch the video to learn how the Canadian Beef Information Gateway program will encourage Canadians to purchase beef and enhance their beef eating experience.



How can the Canadian Beef Information Gateway grow your business?

- In a December 2021 survey commissioned by Canada Beef, 55% of Canadian beef eaters said they would be willing to pay more for product made from cattle born and raised in Canada versus beef from the US. Adoption of the Gateway program communicates your support for Canadian beef.
- **FREE** Point of Purchase materials help you integrate the Gateway into your meat case to inspire a wider variety of beef purchases.
- The Gateway leverages scannable codes and mobile devices to appeal to the next generation of beef consumers.
- Designed as a comprehensive online resource, the Gateway provides delicious recipes accompanied with instructional videos, cooking methods, nutrition information, and more to support an outstanding beef experience. With an abundance of possibilities, we have made it as easy as **Scan, Explore and Enjoy**.



For more details and to ORDER YOUR TOOLKIT click here

For more information about the Canadian Beef Information Gateway contact:

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