



Chop Steakhouse & Bar is awarded use of CRSB Certified Mark for beef sustainability

The Chop Burger is the first menu item from a full-service restaurant to receive the credential from the Canadian Roundtable for Sustainable Beef (CRSB).

Calgary, AB // March 4, 2020 - Canada's leaders in steak excellence, Chop Steakhouse & Bar, has officially been granted the CRSB Certified (Mass Balance) Mark for one of the restaurant's favourite menu items, The Chop Burger. Displaying the CRSB Certified Mark with the burger sees Chop become the first full-service restaurant in Canada to have a CRSB sourcing claim on their menu, demonstrating the company's support of sustainable beef production in Canada. This is a first step for Chop, and is part of the restaurant's broader push for sustainable sourcing on all of its meat and fish dishes.

The Mark represents a set of sustainability standards that Canadian beef farmers, ranchers and primary processors must achieve in order to be Certified Sustainable by the CRSB. The sustainability standards cover specific areas related to five principles of sustainable beef: natural resources; people and community; animal health and welfare; food; and efficiency and innovation. The CRSB Certified Mark and associated sustainability claims provide credible, science-based assurances for consumers about how their beef was raised, verified through an independent auditing process and tracked through the supply chain.

"Quality is at the core of Chop Steakhouse," says Marcel Blais, President of Chop Steakhouse & Bar. "We pride ourselves on delivering taste without compromise, and that means serving the very best Canadian beef - that's why, for so many years, we have partnered with the CRSB. Today, our guests are asking more questions about where our food comes from. More than ever, they are demanding responsible, sustainable products from the brands they trust and we want them to know we are listening. We are partnering with the industry to pursue the improvement and advancement of sustainable practices."

"While Chop has supported 100% Canadian beef on their menu for a long time, it is gratifying to see their continued commitment to Canadian farmers and ranchers and the sustainability of Canadian beef through their partnership with the CRSB's certification program," says Anne Wasko, Chair of the Canadian Roundtable for Sustainable Beef and rancher from Eastend, SK. "Chop is demonstrating to their customers the importance of continual improvement in environmental stewardship and animal care, while supporting healthy rural communities and innovation in Canadian beef production. As a rancher, I am proud to see our restaurant partners go the extra mile to show Canadian consumers that our sustainable practices are world-class."

Chop Steakhouse & Bar is one of over 100 members of the CRSB, all of whom are working together to advance beef sustainability in Canada from environmental, social and economic perspectives. The use of the CRSB Certified Mark is just one of a number of sustainability measures Chop has implemented in its



restaurants across Canada. For example, Chop also exclusively serves free-run Canadian chicken and fish from sustainable fisheries, and has also introduced recyclable packaging, reusable bags and biodegradable straws.

As of March 5th, the CRSB Certified Mark will be seen next to The Chop Burger on all of Chop's menus and on their website.

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About Chop Steakhouse & Bar

With locations in Richmond, Calgary (2), Edmonton (4), Regina, Winnipeg, Oakville, Mississauga, Toronto, Ottawa and London, and two more coming later this year to Halifax (May) and Saskatoon (July), Chop Steakhouse & Bar brings you the ultimate steak experience every day of the week. A perfect choice for friends, family or business, our selection of steak, seafood, salads, wine and cocktails will be sure to leave you smiling. For more information, visit chop.ca and follow on [Facebook](https://www.facebook.com/chop.ca).

About the CRSB

The Canadian Roundtable for Sustainable Beef (CRSB) focuses on advancing the environmental, social and economic sustainability in the Canadian beef industry. Its members drive recognition and progress in beef sustainability through Sustainability Benchmarking and Strategy, a Certification Framework and Sustainability Projects. The *Certified Sustainable Beef Framework* recognizes sustainable practices in beef production and processing, supports sustainable sourcing commitments by retail and foodservice companies, and provides credible, science-based assurances for consumers about sustainable beef production in Canada. Learn more at crsb.ca.

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