

BRINGING THE RESTAURANT EXPERIENCE HOME

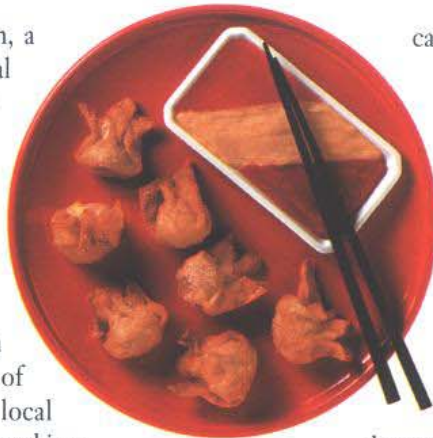
Ginger Beef Choice Ltd.

Canadians love Chinese food. To get authentic, high-quality Chinese food, some people believe they have to go to their favourite restaurant or order in. Ginger Beef Choice Ltd. is changing that. A custom food manufacturer specializing in Cantonese, Peking and dim sum-style Chinese foods, Ginger Beef Choice Ltd. distributes an extensive product line of frozen and ready-to-eat meals for the home-meal -replacement and frozen-food sectors.

A subsidiary of Ginger Beef Corporation, a Calgary-based company that franchises several restaurants in Alberta, Ginger Beef Choice started seven years ago when a local wholesaler contacted the parent company requesting Chinese-food meals for the retailer's Alberta locations. President and CEO Stanley Leung realized the growing popularity of fresh deli meals as a potential market for his food. His company opened a small plant and began manufacturing a line of pre-packaged Chinese dinners. Several local wholesale outlets and grocery chains started stocking the meals.

After several years of thriving business, the company encountered a major limitation. As a provincially regulated plant, Ginger Beef Choice products could only be distributed in Alberta. The company started losing customers because of its status. Realizing the amount of capital needed for a federal plant, Ginger Beef Corporation went public on the Canadian Venture exchange in September 2002. Their \$1.2-million, 20,000-square-foot-plant was built soon thereafter. It meets stringent Canadian Food Inspection Agency standards for everything from ingredients to product labels. In addition to gaining back old customers, Ginger Beef Choice added some new ones, as well.

Ginger Beef Choice products meet consumer demands for quick, tasty, easy-to-prepare foods. "We see a big demand for Asian foods," says Ted Yan, vice president of Business Development. "Chinese food has become mainstream. Almost every restaurant has an Asian item on their menu. People want restaurant-quality Chinese food they



can make at home."

Ginger Beef Choice carries ready-to-eat entrees including its namesake Ginger Beef, Dumplings, Lemon Chicken, Vegetable Spring Rolls, Sweet and Sour Pork, Vegetable Fried Rice, Shanghai Noodles and Chicken Egg Rolls. Entrees have a 14-to-21 day shelf life. Frozen, boxed and bagged items such as Honey Garlic Chicken, dumplings and potstickers are also increasingly popular. In addition, Ginger Beef Choice has bulk foods available for grocery-store deli departments that can be served hot or cold. Products are distributed through national grocery store chains, membership warehouses, convenience stores and food-service distributors.

"We are a very flexible company," says Yan. "Private label is an option that is available. What is also appealing to retailers is that there is no broker, no middleman. You deal with one supplier. This means a very quick turnaround time." So what does Ginger Beef Choice have in store for the future? "Home meal replacement and our frozen products are our focus right now." Bringing the product line to Eastern Canada is also on the horizon. With the consumer trend for quick, tasty, easy-to-prepare foods and Ginger Beef Choice's diverse product lineup, it is only a matter of time. **GT**

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