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**Out Front** My Best Mistake



Call it accidental success.

When smart leaders turn around bad circumstances, it's a win-win situation. *Alberta Venture* invites entrepreneurs to share their inspiring tales by sending an e-mail to [feedback@albertaventure.com](mailto:feedback@albertaventure.com)

Stanley Leung, CEO,  
 Ginger Beef Corporation, Calgary

**Best Mistake:** Not knowing the regulations that a retail distributor must follow

"After opening the first Ginger Beef Peking House restaurant 25 years ago in Calgary and establishing franchise locations in Alberta, I received an opportunity to market our Chinese food dishes to a national grocery in the mid '90s. We moved production to a provincially regulated plant. Eventually, annual sales reached \$1 million, but we soon hit a wall. The grocer wanted us to supply its stores across Canada. It was a setback. We couldn't pursue this venture because our plant wasn't a federally inspected facility. It raised my sights higher. I needed money to build a federally inspected plant, so I took my company public in 2002. Ginger Beef Corporation purchased and modernized a federally inspected facility in early 2003. Our sales grew 400% in our first year and we are on pace to double that in 2005. We are now leaders in the ready to eat Chinese food niche market. Just what I envisioned!"

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