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NEWS

Contact:

Crystal Meier

Certified Angus Beef LLC

330-345-0427

cmeier@certifiedangusbeef.com

Lemoyne brings Canada focus to Certified Angus Beef LLC

WOOSTER, Ohio – Nov. 20, 2017 – Martin Lemoyne has joined Certified Angus Beef LLC, Wooster, Ohio, as the company’s director of Canadian business development. He will guide foodservice and retail companies in Canada with developing and implementing beef merchandising, marketing and training strategies. A Montreal native, Lemoyne brings extensive experience in beef marketing to the role, most recently as director of market development for Canada Beef.

“Martin has a deep understanding of high-quality beef from gate to plate and the impact a strong brand can have on the success of food businesses,” says Geof Bednar, the brand’s international director. “His drive for excellence fits well with our focus on supporting our Canadian foodservice and retail partners.”

Since 1991, *Certified Angus Beef*® brand products have been readily available in Canada, which is today the brand’s No. 1 international market. Canadian production of the brand’s beef cuts, which exceed 10 quality standards for reliable flavor, juiciness and tenderness, began in 1999 and continue today through major packers in the region. They provide a vital link for bringing high-quality Angus cattle from family farmers and ranchers to nearly 1,300 restaurants and grocery stores in Canada, where consumers who enjoy great-tasting beef look for the brand by name.

“We appreciate the dedication and leadership of our long-time partners in Canada, and look forward to the impact Martin’s expertise offers for elevating their businesses,” adds Bednar.

In his role at Canada Beef, Lemoyne collaborated with industry leaders and food businesses on beef promotions and sales strategies. His prior experience also included senior purchasing and merchandising lead, as well as a foodservice key account director, for Loblaw Companies Limited. He also worked in sales, buying and production for Canada Packers, a role he began while earning his bachelor’s degree in marketing, finance and business administration from the Université de Montréal.

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“I’m excited to be working with this iconic brand, to learn from colleagues and play a part in increasing its success in Canada,” says Lemoyne.

About the *Certified Angus Beef*[®] brand

World renowned for its exceptional quality and generous marbling, the *Certified Angus Beef*[®] brand is the original brand of premium beef, created in 1978 and still owned today by family ranchers. With only the best Angus beef making the cut, 10 exacting standards ensure superior taste and tenderness in every bite. For more information, visit CertifiedAngusBeef.com or follow the brand on Facebook, Twitter, Instagram, Pinterest and LinkedIn.

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