

For Immediate Release

Winnipeg's casinos serving Manitoba beef from Keystone Processors

One of many top restaurants and food service operations opting for premium, Manitoba beef

Winnipeg, October 1, 2009 – A growing number of Manitoba's top chefs and restaurants are now serving premium, Manitoba-raised beef from Keystone Processors Ltd. The Winnipeg-based, farmer-owned beef plant has landed more than 40 retail and restaurant clients since it opened earlier this year, including the high profile and high volume casino restaurants operated by Manitoba Lotteries.

"Manitoba Lotteries proudly uses the best products available from local farmers, manufacturers and suppliers," said Manitoba Lotteries President and CEO Winston Hodgins. "When it comes to our casino restaurants, buying food locally makes sense from economic and environmental perspective. We welcome the addition of premium beef from Keystone Processors to our menus, and invite our guests to enjoy the great tastes of Manitoba that we offer."

Other Keystone Processors restaurant clients include Amici's, Bailey's Restaurant and Bar, Bistro 7 ¼, Billabong Restaurant and Bar, Fusion Grill, Inferno Bistro, Ivory Restaurant, Maple Tree Restaurant and Steakhouse, Mise Restaurant, Pineridge Hollow, and Sevala's Catering.

Keystone Processors is in the process of upgrading its plant to meet Canadian Food Inspection Agency guidelines that will permit it to expand operations and begin exporting Manitoba beef to premium, niche markets around the world.

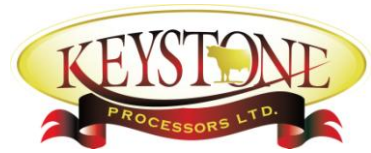
"We're the only supplier of boxed beef in Manitoba and we're seeing there's a big demand from commercial kitchens to have a reliable, local supplier of quality beef," said Kelly Penner, President and CEO of Keystone Processors. "The more beef we sell, the less we import and the better our producers and our province will be."

Keystone Processors also sells directly to consumers at its plant and via its website at www.KeystoneProcessors.com. The company offers steaks, burgers, hamburger and wieners, and has launched a line of roasts (including premium, Manitoba Prime Rib) in time for Thanksgiving.

"We want to thank our customers for giving us an opportunity to earn their business," said Penner. "When all is said and done, we're all after the same thing: serving great, locally-produced food."

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Backgrounder

What's for sale

Keystone Processors Ltd. is selling hormone-free beef raised by the farmer-owners of Natural Prairie Beef.

NEW! We have just started selling a selection of beef roasts including Prime Rib. All on special for 15% off until October 10, 2009.

We're selling a variety of steaks, all aged at least 21 days:

- Ribeyes,
- Sirloins
- Striploins
- T-bones

We also have lean ground beef, hamburger patties and all beef wieners for sale.

How to buy

Buy them online at www.KeystoneProcessors.com, or call us at 204-235-0454.

You can even drop in at our location at 663 Marion Street (two blocks east of Archibald).

Store hours

Monday to Friday: 9 a.m. to 6 p.m.

Saturday: 10 a.m. to 4 p.m.

Buy Local

When you buy local, you're not only getting high quality, great tasting and nutritious food products... you're also keeping more of your money here in Manitoba supporting farmers who are creating value-added jobs here at home. You're also reducing environmental costs associated with long distance transportation of foods from all over the world to your local supermarket.

Great chefs always seek out local food producers to ensure they have the freshest and finest ingredients. Follow their lead and give some of our beef a try today!