



## **ALBERTA; EARLS IS LISTENING**

FOR IMMEDIATE RELEASE

May 4, 2016 (Calgary, AB) – Today, Earls restaurants said they have listened to Albertans and will bring back Canadian beef into their restaurants, working with local farms to build a supply of Alberta beef that meets their criteria.

“We made a mistake when we moved away from Canadian beef,” said Earls President, Mo Jessa. “We want to make this right. We want Canadian beef back on our menus so we are going to work with local ranchers to build our supply of Alberta beef that meets our criteria.”

“We have deep roots in Alberta. We started in Edmonton and we have many operations and employees here. Alberta has supported us. We need to support Alberta, especially in tough times. We moved to a US supplier as we thought they could supply all of our needs. It was a mistake not to include Canadian beef,” said Jessa.

Earls is committed to sourcing as much beef as possible from Alberta and will work to build more of the supply they need.

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### **ABOUT EARLS KITCHEN + BAR**

The Vancouver, Canada-based Earls Restaurants Ltd. and the Fuller Group is a non-franchised, family-owned company founded by Leroy Earl (Bus) Fuller and his son, Stanley, Earl Fuller in 1982. From humble beginnings as a laid-back beer and burger joint created as local hang out in Edmonton, Alberta, Earls grew to multiple locations across the North America with the concept maturing to become the 66 location upscale-casual iconic brand it now is, copied by a whole generation of restaurants. Bus and his four sons own Earls Kitchen + Bar, operated by eldest son Stan Fuller, along with other restaurants throughout Canada and the U.S. Awarded as the Best Employer in Canada this past year, Earls Kitchen + Bar has 7,000 employees. For more information, visit or earls.ca