



About the Award

As part of its Alberta Beef promotion program the Alberta Beef Producers (ABP) has made its restaurant of the year award to the Sawmill Prime Rib & Steak House.

To qualify for the Alberta Beef Restaurant of the Year Award, nominees must demonstrate:

- * An ongoing commitment to feature and promote Alberta beef
- * Staff training and education to better serve customer needs
- * Progressive meal development featuring new beef products
- * An ongoing commitment to beef product quality and consistency
- * Maintaining an ongoing partnership with the beef industry

"The award is open to all styles of restaurants throughout Alberta. We partner with the ABP in everything we do to show we are a steakhouse that wants to make a statement."

The ABP developed the award to recognize the efforts of the foodservice industry in promoting Alberta beef. Beef demand has remained strong among Canadians with a 2.7% increase in 2001. Albertans did even better with a 3% increase the year previous when the Sawmill won its award in Edmonton.