



FOR IMMEDIATE RELEASE

Edmonton based Chef Paul Shufelt set to share his contemporary comfort food with the rest of Canada

Chef Paul Shufelt is on a mission to share his love of contemporary comfort food with the rest of Canada. Executive chef for Edmonton-based Century Hospitality Group (CHG), Paul is using his grassroots approach to food to create unique menus for each of the company's eight concepts.

Paul creates “comfort food with a modern spin”. With over two decades in the industry Paul has worked in Banff, Quebec and Switzerland and now Edmonton. He is able to pull from his travels to influence traditional recipes reminiscent of his mother's home cooking.

His entry in Edmonton's Gold Medal Plates Competition this past October proved firsthand his flair for innovation. His entry, which centered around a Brome Lake duck – an homage to the Quebec landmark just a short distance from his hometown – won Paul a bronze medal.

A regular contributor to the *Edmonton Sun's* food section, Paul's weekly column provides readers with recipes that are easy to follow - appealing takes on dishes we all know and love. Paul's recipes often are presented with personal anecdotes from his childhood or his family life in Edmonton. He shares his love of food with families in mind, as in recent features focusing on “healthy family dinners in under 1 hour”, or “feeding young athletes”. In other words, he gets it. *Good food for everyday life? Paul gets it!*

Paul's modern take on classic dishes have led Century Hospitality Group to define the company as “the most innovative dining group in Alberta”. Each of the nine separate venues under CHG's umbrella is created to provide a unique dining experience. From burger bistros to chic lounges, CHG's on-trend restaurant concepts bring fresh ideas and distinct experiences to Edmonton dining. The latest addition to the company's roster, The Parlour, is an Italian kitchen and bar that is slated to have a patio garden for growing in-house ingredients such as basil and tomatoes.

In 2013, Paul is gearing up to take on the rest of Canada and sharing his recipes nationwide. A homegrown, Canadian talent, Paul's personalized approach to food is sure to launch him as a major force in Canada's culinary community.

About Paul Shufelt.

Paul Shufelt continues to find new ways to build on his culinary expertise. In his spare time, Paul enjoys cooking Sunday dinner for his family, playing golf, cheering for the Habs and of course watching The Food Network Canada. If you ask him what his favourite food is he's sure to respond anything pig!

For information on Century Hospitality Group visit www.centuryhospitality.com

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