



MICHAEL STEH, EXECUTIVE CHEF

Michael Steh is executive chef of reds® bistro & wine bar in downtown Toronto's financial district. Since his arrival as top toque in 2006, his passion for the local ingredients, strong community involvement and unique culinary style have earned critical acclaim, and elevated reds' repute to a serious and exciting wine and dining destination.

Steh began his culinary life in rural Oshawa where he tended to fruit orchards and livestock. Raised by Slovenian-born parents, he had the privilege of learning from his mother how to press wine, can fruit and smoke meat. They are methods he deploys today to make reds' kitchen distinct, including the creation of Toronto's most involved and respected housemade charcuterie programs.

After several stints during his youth in a variety of restaurants near his childhood home in Oshawa, Steh relocated to Toronto and enrolled in the apprenticeship program at George Brown College. Following five years with Oliver & Bonacini Restaurants including Canoe and Biff's, Steh moved to Susur restaurant in Toronto, before opening a new fine dining restaurant in the skiing destination of Collingwood, Ontario. Upon returning to Toronto, he spent two years as executive sous chef at Splendido prior to joining reds.

During his five-year tenure at reds, Steh has become a driving force in Toronto's local movement. He has embraced that philosophy at reds. The restaurant is committed to a philosophy of serving ingredients that are carefully sourced with pride in the fact that they are local, healthy, and sustainable.

"At reds, we care about what you eat. We have a responsibility to our guests to not only provide them with great tasting food but also help educate them through taste," Steh says.

reds' ingredients are sourced through local farmers, producers, and purveyors. Organic products are used as much as they are available and if the products are not from Ontario then they are at the least Canadian. Products that aren't Canadian are used on occasion and they are considered to be the best in the world when in season.

"The starting point for any dish at reds is our total commitment to quality in all of its forms, from how we source ingredients, to our recipes and, finally, to the way it's prepared. We use only the freshest and finest ingredients, with special emphasis on local artisans, suppliers, and farmers who share our passion for world-class, sustainable products."

Steh has been widely featured in the media including appearances on *Breakfast Television Toronto* and *Canada AM*, as well as in feature stories and positive restaurant reviews across the country in publications including the *Toronto Star*, *Toronto Life*, *The National Post*, and *The Globe & Mail* as well as many others.

Steh is a graduate of George Brown College and has studied at the French Culinary Institute in New York. He is a member of Slow Food Toronto and has attended the annual international Slow Food event in Turin, Italy called Terre Madre. As part of his commitment to the local food community he participates in several annual fundraisers and community events, including benefits for the World Wildlife Fund and The David Suzuki Foundation, Evergreen's annual Picnic at Brickworks, Cheese Boutique's Festival of Chefs, and the Toronto Green Living Show. In 2010, he was inducted as a Fellow of the Ontario Hospitality Institute (OHI) and is a former OHI recipient of the Top 30 Under 30. He has received the Bronze Medal at both the 2010 and 2011 Gold Medal Plates.

Steh works closely with SIR Corp.'s Director of Culinary Development, Gordon Mackie, a long time friend and collaborator. He lives in Toronto with his wife Leslie, who is Executive Pastry Chef of SIR Corp.'s Signature Group.

ABOUT REDS

reds is Toronto's premier wine destination. Located in the heart financial district, the restaurant showcases local and seasonal ingredients in a modern way while preserving a European sensibility. The result is truly satisfying food, including an impressive housemade charcuterie selection and more than 30 international cheeses. reds' memorable food is a perfect pair for the exhaustive 3,000-plus bottle Wine Spectator-awarded cellar, which has a strong New World influence yet still manages to pay homage to the Old World greats. The ever-changing wine list has the city's largest by-the-glass list, with more than 88 selections, confirming reds reputation for having some of Toronto's best pours. reds is located at 77 Adelaide Street West and is open for lunch and dinner Monday to Friday; dinner on Saturday. reds is a proud recipient of several awards including the Wine Spectator's Best Award of Excellence in 2010. For reservations, call 416.862.7337 or visit www.redsbistro.com.

ABOUT SIR CORP. – SERVICE INSPIRED RESTAURANTS

SIR Corp. ("SIR") is a privately held Canadian corporation that owns and operates a portfolio of 46 casual and fine dining restaurants in Canada. The business is focused on creating, developing, and operating best-in-class restaurants. Best-in-class means SIR strives for the best people, the best food and the best atmosphere at each of its restaurants. These values are shared company-wide and the resulting high level of quality and attention to detail can be found in each restaurant. SIR's passion is reflected in its name, which stands for Service Inspired Restaurants.

SIR is about bringing people together, building lasting relationships and setting the standard for best in class. SIR has grown from five restaurants and \$17 million in revenue in 1993, to 45 restaurants and over \$197 million in revenue in its fiscal year ending August 30, 2009. Currently, SIR has approximately 3,800 employees across Canada. SIR's diverse portfolio of restaurants is designed to appeal to a broad set of consumer tastes. Concept restaurants have multiple locations, reflecting their broader demographic appeal.

SIR concept brands include: Jack Astor's® Bar and Grill, with 30 locations in Canada; Alice Fazooli's!®, with five locations; and Canyon Creek Chop House®, with eight locations. SIR's Signature Restaurants are one-of-a-kind brands located in downtown Toronto that range in offerings from fine dining with award-winning menus to a very

active sports bar. Signature Restaurants comprise the upscale reds®, Far Niente®, FOUR™, Petit Four™ and the casual Loose Moose Tap & Grill®. All trademarks related to the concept and signature brands noted above are used by SIR under a license agreement with SIR Royalty Limited Partnership. For more information on SIR Corp. or the SIR Royalty Income Fund, please visit www.sircorp.com.

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