



Canadian Centre for Diversity and Inclusion Centre canadien pour la diversité et l'inclusion

Conagra Brands Canada, Fairmont Hotels & Resorts, Samsung Electronics Canada and the Canadian Centre for Diversity & Inclusion (CCDI) join forces to create Canada's Most Culturally-Competent Cake at UnConference 2021

TORONTO (April 14, 2021) Three top pastry chefs, all members of the Fairmont Hotels & Resorts culinary team, will compete on Wednesday, April 28 to create Canada's 'Most Culturally Competent Cake' to mark this year's [CCDI UnConference 2021 - UnPacking Cultural Competence](#) which is happening as a virtual event this year.

Each of the three chefs represents an iconic Fairmont hotel in Canada — the Fairmont Queen Elizabeth (Montreal), the Fairmont Royal York (Toronto), and the Fairmont Palliser (Calgary). They will be given sixteen Duncan Hines cake mix and brownie mix varieties, and eight flavours of icing, to create a cake that illustrates one of seven types of allyship connected to cultural competence – Sponsor, Champion, Amplifier, Advocate, Scholar, Upstander and Confidant.

Fairmont Hotels & Resorts has generously made its kitchens and other safe spaces available for both the UnConference 2021 program and cake competition recording. The luxury hotel chain is allowing its in-house professionals to showcase their creativity, imagination, artistry and skills whilst communicating the importance of a core diversity and inclusion skill set.

Samsung Canada is providing invaluable production support in form of best-in-class video and audio recording devices and commercial displays to maximize the virtual conference experience for all UnConference 2021 partners and participants.

“It is so inspiring to see the extraordinary results that can be achieved with cake, icing and creativity” said Andrea Stodart, Marketing Director, Snacks, Conagra Brands Canada, supplier of the Duncan Hines products which will be used in making all three cakes in the contest. “This competition gives us an opportunity to celebrate diversity and inclusion in a highly interactive and visually powerful way. We can't wait to see what this year's finalists, representing some of the best pastry chefs in the country, come up with!”

The three competing chefs taking the virtual stage at UnConference 2021 are:

- **Jean-Marc Guillot - Chef Executif Patisserie, Fairmont Le Reine Elizabeth – Montreal**
- **Tricia Delchiaro - Pastry Chef, Fairmont Royal York - Toronto**
- **Arin Hiebert - Pastry Chef, Fairmont Palliser - Calgary**

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About CCDI The Canadian Centre for Diversity and Inclusion (CCDI) is a made-in-Canada solution designed to help employers, diversity and inclusion/human rights/equity, and human resources practitioners effectively address the full picture of inclusion, diversity, equity and accessibility within the workplace. Founded and run by experienced diversity and inclusion practitioners, CCDI's focus is on practical sustainable solutions that help employers move toward true inclusion. Effectively managing diversity and inclusion, and human rights and equity is a strategic imperative for all Canadian organizations that wish to remain relevant and competitive. Their mission is to help those they work with be inclusive, free of prejudice and discrimination, and to generate awareness, dialogue and action helping people to recognize diversity as an asset and not an obstacle.

About Conagra Brands

Conagra Brands, Inc. (NYSE: CAG), headquartered in Chicago, is one of North America's leading branded food companies. Guided by an entrepreneurial spirit, Conagra Brands combines a rich heritage of making great food with a sharpened focus on innovation. The company's portfolio is evolving to satisfy people's changing food preferences. Conagra's iconic brands, such as Duncan Hines®, Birds Eye®, Marie Callender's®, Banquet®, Healthy Choice®, Slim Jim®, Reddi-wip®, and Vlasic®, as well as emerging brands, including Angie's® BOOMCHICKAPOP®, Duke's®, Earth Balance®, Gardein®, and Frontera®, offer choices for every occasion. For more information, visit www.conagrabrands.com.

Fairmont Hotels & Resorts

Fairmont Hotels & Resorts (NYSE: FHR) is where occasions are celebrated and history is made. Landmark hotels with unrivalled presence, authentic experiences and unforgettable moments have attracted visitors to Fairmont and its destinations since 1907. The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs and Fairmont Peace Hotel in Shanghai are but a few of these iconic luxury hotels, forever linked to the special places where they reside. Famous for its engaging service, grand public spaces, locally inspired cuisine and celebrated bars and lounges, Fairmont promises a special brand of thoughtful luxury that will be remembered long after any visit. With a worldwide portfolio of more than 75 hotels, Fairmont also takes great pride in its deep community roots and leadership in sustainability. Fairmont is part of Accor, a world-leading augmented hospitality group offering unique experiences in 5,000 hotels and residences across 110 countries.

Samsung Electronics Canada Inc.

As a global leader in enterprise mobility and information technology, Samsung provides business products and services that help customers realize the promise of digital business. Our portfolio spans smartphones, tablets, Chromebooks and wearables, as well as digital displays, monitors, hospitality TVs and solid-state drives. We are committed to putting the business customer at the core of everything we do by delivering comprehensive products, solutions and services across diverse industries including education, federal government, finance, healthcare, hospitality, public safety, retail and transportation.