

■ WORTH THE VISIT

# Paradise Farms Prime Beef Boutique and Bistro

**Locations:**

16057 Airport Rd., Caledon East  
905.860.2000

2 Thompson Cres., Erin  
519.315.8000

678 Sheppard Ave. E., Toronto  
647.347.4195

**Owner:**

Real estate developer/builder  
Shane Baghai

**Good For:**

Each boutique stocks Paradise Farms' own beef and lamb, plus Ontario-sourced pork and Mennonite air-chilled chicken. Fine cheeses, fresh produce, bread, condiments and gourmet items are also available.

**Philosophy:**

Paradise Farms beef and lamb is all free of added hormones and antibiotics. Livestock is well

treated with pasture grazing, while the cattle are grain finished with non-genetically-modified grains, in lots with fewer animals than in standard farming practices, providing more room to move. Treating their animals well results in superior quality products.

**Motivation:**

When Baghai's wife developed cancer, her doctors advised her against eating beef, due to the added growth hormones that they said were not good for cancer patients. Because they like beef, they bought a farm to grow hormone-free cattle. It did not make sense to produce only for themselves with all this overhead, so they decided to market their own products from the cattle. Baghai is an advocate of local business and local food.

**Specialized Breeds of Cattle:**

2,000 head of Aberdeen Black Angus, Wagyu (Kobe), Scottish Highland, Italian Chianina, raised on several local farms.

**How Else to Buy:**

Paradise Farms products are also available in select Metro stores in the GTA and online through ParadiseFarms.ca. Some other restaurants offer these products on their menus.

**The Extra Mile:**

The Bistro at each location serves Paradise Farms products. The Erin and Caledon bistros have more casual fare featuring barbecue, grilled and smoked foods, while Toronto has a Cordon Bleu-trained chef with a larger selection. Boutiques are situated beside the Erin and Toronto bistros.

**Food Experts:**

Joe Marini makes all the deli meats onsite at the Erin location in an old-fashioned style. The products are slow smoke-roasted with natural hickory chips and have low sodium and no nitrates. Cameron Bellamy creates gourmet takeout foods. Both supply all locations from Erin.

**Possible New Locations:**

Oakville, Mississauga, Guelph, Orangeville, Oshawa, none further than 100 km from the Caledon farm.



▼ Erin's Prime Beef Bistro serves steaks, sausages, fish, burgers, poultry, sandwiches and more, plus the usual and specialized beverages, liquor, spirits, wine and beer.





◀ The big picture: Erin's Prime Beef Boutique is well stocked with gourmet selections and fresh produce as well as the house Paradise Farms products.



▲ Chef Cameron Bellamy, left, and manager/consultant butcher Joe Marini in Erin's Prime Beef Boutique, holding takeout homemade sautéed sweet sausages and Black Angus prime rib.

◀ The freshest, most appealing produce is lovingly displayed in creative, attractive fixtures at Prime Beef Boutique in Erin.



◀ In addition to fresh cuts of meat, smoked meat products and takeout meals are prepared at the Erin location.