VIDEO: Maple Leaf Foods Sets World Record With Bacon Dance

Maple Leaf Foods Inc.

TORONTO (CNW) — Employees of Maple Leaf Foods recently set two new world records: the longest BLT (bacon, lettuce, tomato) sandwich and the largest "bacon dance" (#BACONDANCE). The records were set as part of the Company's Change Your Life with Bacon [1] marketing campaign.

The BLT sandwich registered at more than 227 feet long and used 2,000 slices of Maple Leaf® Ready Crisp® bacon. Chef Bob Villeneuve, Maple Leaf's Director of Culinary Innovation, constructed the sandwich with the help of Maple Leaf's ThinkFOOD! Centre [2].

One-hundred and sixty-one Maple Leaf employees sizzled to a new world record for the largest group of people to dance the new #BACONDANCE craze at once.

"Setting these world records was a fun way to demonstrate the consumer insight that bacon can be a powerful motivator," said Adam Grogan, Senior Vice President of Marketing and Innovation for Maple Leaf Foods. "We hope Canadians are inspired to harness the power of bacon and try to beat longest BLT and #BACONDANCE records, with Maple Leaf® Ready Crisp® bacon of course."

The world records have been registered with Record Setter. They can be viewed at:

Maple Leaf's world record-setting BLT sandwich:

- Record Setter: http://rec.st/b0nxJ [3]
- YouTube: https://www.youtube.com/watch?v=Q5W1voXLa_o&feature=youtu.be [4]

Maple Leaf's Change Your Life with Bacon [5] campaign, first launched in 2013, was recognized as one of the most viral Canadian advertisements Google. Read more at: http://www.google.ca/think/case-studies/Maple-leaf-digital-bacon.html [6].

Maple Leaf Foods is Canada's leading consumer packaged meats company, headquartered in Toronto, Ontario. We make high-quality, great tasting, nutritious and innovative food products under leading brands including Maple Leaf®, Maple Leaf Prime®, Maple Leaf Natural Selections®, Schneiders®, Schneiders Country Naturals® and Mina™. Our Company employs approximately 11,500 people in its operations across Canada and exports to more than 20 global markets including the U.S. and Asia.

Video of World Record #BaconDance - 161 people do the bacon sizzle

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[1] http://cp.mcafee.com/d/5fHCMUp43qb5T1P2bab1KVJ6XbVEVpjvohdETpvd7barXPVJ6X8VdVUQsFzzqdS3hOqen6kS3hOraX6niI8v4y2JgcX2uAvlZ2mYKrR0PI9WhZnQ9rOVJdwwCqek6n-LOqoUQsFIIZuVtdAsDPbyrMUQsEYJt6OaaJT7el3PWApmU6CQjpEVdTVdBNBNBNBNwTsSjDdqymokUJlKrp3-nMNIX4OhAXh22Eub2MUg47zqPt2oHjUCpm-wamz3P534E_OVIsDt4SdWIvVEw2LWWq81uJka6y2DPEq835oDE6y2fSH50QgeRyq89A_d41Zo4vFcQg38l19EwFI434H4Ph1I43h0gAh8_ipEw0Mp418c0Me40o93hJUsrsz_JRwE3
[2] http://cp.mcafee.com/d/5fHCN8edEIns7c8IEI6XCQrILCzBBdZx4SztBYQsIFLLfCQrIzATDzhOCedETod79EVspjod79IHIpt9kxYi8aR0PI9WhZnQ9rOVLk3eMDF7RvgBLbCQS22pEVgpvW_9FzzhOCOPRXBQShOvcK9L3zhOzORQr8EGTssVkffGhBrwqrjdCzATvASn6n6n6n63tPo0ek3fQDmfaWIvV_WXRJNoDnUi3-50siIsYYMqerJb7izkYL3P512cVmfZEd3zAmmjhOyejq9O8APV4isPzqPt2oHjUCpm-wamz3P534E_OVIsDt4SdWIvVEw2LWWq81uJka6y2DPEq835oDE6y2fSH50QgeRyq89A_d41Zo4vFcQg38l19EwFI434H4Ph1I43h0gAh8_ipEw0Mp418c0Me40o93hJUsrZ3Kw
[3] http://cp.mcafee.com/d/avndz8s81MArhoKUeohphodTdETpvd7barX29J6XbVEVpjvuvdETp79Lf6zBcsrhKMqejhOUOCMqejpnoOWiF3UAglG1DojQzWLEiTBPuE6txfifG-xbundFI44PhOwO_R-jj76zBdBDHTbFIzA-psju76zB7BHEShhlKUVOEuvkzaT0QSOrd79K_9IKcKcKcKc6XCM0svJR9UgL0f0wSlTgCaQ-9ClLE2BEMYNgNafYKr79ThdzuH7-q80H-KCy0nHl2xEwFYW6y0Nm9W1EwzZGNgd43JoCy2pfPh0vm17Wjd40O5giq8ar10NaNcQgr10Qg494ifQCq80c6h0i30c3x062gQru76--t2FbWp
[4] http://cp.mcafee.com/d/2DRPowrhoKUeohphodTdETpvd7barX29J6XbVEVpjvuvdETp79Lf6zBcsrhKMqejhOUOCMqejpnoOWiF3UAglG1DojQzWLEiTBPuE6txfifG-xbundFI44PhOwO_R-jj76zBdBDHTbFIzA-psju76zB7BHEShhlKUVOEuvkzaT0QSMrd79K_9IKcKcKcKc6XCOsVHkiP2D5GJPr8vO-6dDoCicD0e-0G9CE31nhmHjLXdKfD5GJPrUxVJpKxclFYjcHvg5bhxVyxykvVsSejKyr6ZmfYQg1nZtd40LmG53h1jVQd41yIjQ3h17Xlywq87qNd44OvCy0-I2fQCq81AawAQgkS21ylypEwS21Ew8i8AvFcQg0ocy0A60o720c4xESYedwBVy
[5] http://cp.mcafee.com/d/avndygw86QmbK3C4mkm3tPqdSnPhOOC-MyrhKO-qemkTTDPqdShOrPNEVj76QrI6zAQsKcFI6zASlScKAGg-945qwpS4Z8-HW4JVsTG1DojQzWLEiTBPqr11cQsEcLZvAQNNEVjppWZOWr8VfCn4TxNEVhVqWdAklrKesG7DR8OJMddzzpEVdTVdBNBNBNBNwTsSjDdqymokUJlKrp3-nMNIX4OhAXh22Eub2MUg47zqPt2oHjUCpm-wamz3P534E_OVIsDt4SdWIvVEw2LWWq81uJka6y2DPEq835oDE6y2fSH50QgeRyq89A_d41Zo4vFcQg38l19EwFI434H4Ph1I43h0gAh8_ipEw0Mp418c0Me40o93hJUsrr8Hwy-jSJSin
[6] http://cp.mcafee.com/d/avndxNJ5yXwVx5B5wTsSztBYQsIFLI8CQrILCzBBdZVYSztAsCYYqekNNJ6X1EVd7bzar1EVdBtzbFaAfyh1mE6txfifG-xbundWwpS4Z8-HW4JVsSCMgjd7a3b_nVdcsqekSmuLsKCOejVBNdUsqekumKzp55mXzDaxVZicHs3jrNIQsCXYCOUOUOUOUMrKr014qR8D_RJOpek2KmSDBWjrgBZc6ZmfYKv-KBQ94pjQYKgSRos3zqPt2oHjUCpm-wamz3P534E_OVIsDt4SdWIvVEw2LWWq81uJka6y2DPEq835oDE6y2fSH50QgeRyq89A_d41Zo4vFcQg38l19EwFI434H4Ph1I43h0gAh8_ipEw0Mp418c0Me40o93hJUsrGW0U