



February 9, 2018

Steaks are high to be branded Australia's best

Red meat producers will soon be looking to carve up a champion title, with entries opening today for the prestigious Royal Queensland Food and Wine Show's (RQFWS) Branded Beef and Lamb Competition.

Chief Judge Elaine Millar will lead a team of Queensland's top chefs, butchers and food consultants, as they taste their way through some of the finest beef and lamb in the retail market.

The judges will oversee five competition classes in branded beef including grain fed, grass fed and two Wagyu classes, along with three in branded lamb including 'restaurant trade branded lamb more than 24kg' which was introduced last year.

The Branded Beef and Lamb Competition is regarded as one of the most coveted and comprehensive of its kind in the nation.

All products go through a strict judging process, with food scientists perfectly cooking each piece of meat before it's tasted.

RNA Beef Cattle Committee Chairman Gary Noller said a win in this competition gave brands more credibility, leading to an increase in product sales.

"Consumers know that by purchasing RQFWS medal-winning brands they're getting a higher quality product and are guaranteed a consistent quality eating experience," he said.

"Branded meats also come with a story and consumers more than ever want to know where their food comes from and how it was produced - that's why branded products are so popular these days."

Super Butcher Managing Director Susan McDonald said Super Butcher was proud to sponsor the RNA's RQFWS Branded Beef and Lamb Competition for 2018.

"The RNA provides a long history of showcasing the best of Queensland agriculture and once again producers come together to compete for the ultimate prize of best at the RQFWS," she said.

"Branded beef and lamb provides us, the consumers, with consistency and knowledge of the producer of our favourite meat."

Those who win medals in the competition will have the rare opportunity to see their premium products served at Queensland's largest annual event - the Royal Queensland Show (Ekka) - and at the popular RQFWS Grape Grazing by Night wine event. They'll also have the chance to become a supplier to the world-class Royal International Convention Centre.

Entries must be in by Friday 16 March, with judging taking place from Tuesday 1 May and the winners to be announced at an awards presentation on Friday 4 May. To enter go to www.rqfws.com.au.



Media Release



ENTRIES CLOSE – FRIDAY 16 MARCH

JUDGING – TUESDAY 1 (lamb) & WEDNESDAY 2 (beef) MAY

AWARDS PRESENTATION – FRIDAY 4 MAY

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