



February 11, 2019

A chance to carve up the title of Australia's best

Red meat producers have the opportunity to be branded Australia's best, with entries opening today for the prestigious Royal Queensland Food and Wine Show's (RQFWS) Branded Beef and Lamb competitions.

Chief Judge Elaine Millar will oversee the judging process, leading a team of Queensland's top chefs, butchers and food consultants as they taste their way through the entries. Food scientists are also involved, cooking each piece of meat perfectly before being tasted.

The Branded Beef and Lamb competitions have been running for more than 18 years, with the beef competition regarded as one of the most coveted and comprehensive of its kind in the nation. Some of the world's best beef, which is produced in Australia and sold at a premium overseas, is entered in the competition each year.

Awards are presented across five classes in branded beef including grain fed, grass fed and Wagyu, while there are three classes in branded lamb including one to cater for the restaurant trade.

RNA Beef Committee Chair Gary Noller said it's more important than ever for producers to enter branded meat competitions.

"Most consumers are now looking at brands when buying meat, rather than cuts," he said.

"When people find a brand they like based on quality and provenance, they keep going back to it for that consistent eating experience.

"Winning a medal in our competition gives brands credibility and helps them market their product to consumers and wholesalers."

Those who win medals will also have the opportunity to supply their product to the world-class Royal International Convention Centre, as well as have it served at Queensland's largest annual event - the Royal Queensland Show (Ekka) - and popular RQFWS Grape Grazing wine night.

Entries must be in by Friday 15 March, with judging taking place from Tuesday 30 April and the winners to be announced at an awards presentation on Friday 3 May.

To enter go to www.rqfws.com.au

ENTRIES CLOSE – FRIDAY 15 MARCH

JUDGING – TUESDAY 30 APRIL (lamb) & WEDNESDAY 1 MAY (beef)

AWARDS PRESENTATION – FRIDAY 3 MAY



Media Release



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