

Media Release

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A sweet treat for Ekka competitors

Some love to bake the classic scone, others a rich chocolate cake. Whatever it may be, they are all captured in **The Australian Blue Ribbon Cookbook** which is being launched in Brisbane today.

Baking is no longer a hobby of the past – it's back with a vengeance and totally in vogue. Liz Harfull, an award winning journalist and best-selling author, has followed this trend and captured the stories of amateur show cooks from all over the country.

Her new cookbook follows hundreds of talented amateurs as they devote hours mastering recipes and preparing entries to enter into cookery competitions run at agricultural shows around the country.

Liz conducted a lot of her research at the Royal Queensland Show (Ekka), with a number of Ekka competitors featured in her new cookbook.

"Fine Arts is a hugely popular competition at the Ekka with a very high standard of cooks entering into the cookery section," she said.

A number of Ekka competitors, and their award-winning recipes, made it into The Australian Blue Ribbon Cookbook. Edna O'Neill, Faye Solomon, Robert Ullman and Geoffrey Beatie have all travelled to Brisbane today to see their own recipes, and stories, featured.

"The quality of cooking at the Ekka and the lovely competitors I met along the way greatly contributed to the book," Liz said.

"I chose to hold the national launch of the book here in Queensland today because so many Queenslanders played such a big role in making it happen."

We look forward to seeing more Blue Ribbon cooks at this year's Ekka with the announcement of a number of new classes in the 2014 cookery section including salted caramel cupcakes, circus themed cakes and fruit mince pies.

Grab your apron and show us what you've got – entries to the Royal Queensland Show Fine Arts Competition will be opening in the coming weeks www.royalqueenslandshow.com.au

The Australian Blue Ribbon Cookbook is available at all good bookstores and more information can be found at www.allenandunwin.com

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