



# Media Release

April 3, 2014

## The search is on for the tastiest, juiciest, most mouth-watering steak and lamb available in Australian stores today

### **Entries are now open for the 2014 Royal Queensland Food and Wine Show Branded Beef and Lamb Competitions.**

Will Grass Fed reign supreme, or will Grain Fed dominate at the 2014 Royal Queensland Food and Wine Show's (RQFWS) prestigious Branded Beef competition?

Entries have officially opened to the Branded Beef and Branded Lamb Competitions - one of the most prestigious and comprehensive beef and lamb competitions in Australia – aimed at recognising and showcasing Australia's finest retail product.

Chairman of Judges, Mr Russell Smith, is eager to see the quality of beef and lamb entered in this year's competition.

"I'm really looking forward to seeing and tasting the best of the best in Australian beef and lamb this year.

"This competition continues to go from strength to strength and is becoming more competitive every year," said Mr Smith.

"Unlike other competitions, the Branded Beef Competition only awards one gold medal, one silver medal and one bronze medal in each class – only the best of the best will be awarded."

The RQFWS, established in 2009, has surpassed all expectations, and is one of the nation's premier food and wine competitions.

The RNA started this competition to showcase the nation's finest food and wine offerings and to create a unified and consistent high level of judging. In the future, when consumers in supermarkets and delis encounter a RQFWS medal winning label on a product, they can be sure they are buying the very best in that product range.

In 2013 the RQFWS attracted more than 2,300 entries across eight major competitions.

This year the eight prestigious competitions are made up of the Cheese & Dairy Produce Show, Ice-Cream, Gelato and Sorbet Competition Supported by Majors Group Pty Ltd, Branded Lamb Competition, Branded Beef Competition, Royal Queensland Wine Show (RQWS), Sausage King and the exciting re-inclusion of the Chocolate Competition and Beer & Cider Competition.

To enter go to [www.rqfws.com.au](http://www.rqfws.com.au)

**ENTRIES CLOSE 2 MAY, 2014**

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