



Media Release

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Grass fed reigns supreme with 'world's best steak' crown

A superb grass fed striploin from South East Queensland has been crowned Australia's best steak at the prestigious Royal Queensland Food and Wine Show branded beef and lamb awards in Brisbane today.

It's just the second time in the history of the competition that grass fed has reigned supreme to take the title of not just the nation's but what the judges believe is the world's best steak.

Produced by JBS Australia, the Swift Premium JBS striploin won the coveted John Kilroy Cha Cha Char Grand Champion Branded Beef of Show while Queensland's Melrose Wholesale Meats, took out the Champion Branded Lamb of Show for its Tasmanian Royal branded lamb product.

Judges tasted their way through more than 50 of the finest red meat products on the market, before crowning the best of the best.

Chief Judge Russell Smith said the winning steak could easily be the world's best.

"The winning striploin ticked all the boxes, it was full of flavour and had a wonderful texture which was surprisingly tender," he said.

"What we're seeing in this competition is Australia's best and probably the world's best."

Mr Smith said this year's Branded Lamb Competition attracted the highest quality Australian products which were exceptional.

"The quality is getting better and better, this year's highest scoring products exhibited even more flavour than in previous years," he said.

The RQFWS Branded Beef and Branded Lamb Competition is recognised as the nation's most prestigious and comprehensive competition of its kind.

RQFWS Chief Judge Russell Smith worked alongside seven other beef and lamb judges, including award-winning restaurateurs John Kilroy of Brisbane's famous Cha Cha Char and David Pugh of Restaurant Two.

The award winning products will also feature at this year's Royal Queensland Show (Ekka).

Competition winners earn the right to display their gold, silver, bronze or trophy show medal on product packaging, ensuring consumers know they are buying the best of the best in that product range. The RQFWS, established in 2009, comprises of eight individual competitions showcasing the best in Cheese and Dairy, Ice-Cream, Branded Beef, Branded Lamb, Wine, Sausages, Beer and Cider and Ham, Bacon and Smallgoods. The RQFWS is recognised as one of Australia's premier food and wine competitions.

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Competition results

Major Award Winners:

2014 John Kilroy Cha Cha Char Grand Champion Branded Beef of Show: Swift Premium J.B.S produced by JBS Australia Pty Ltd (QLD) – AUSTRALIA'S BEST BEEF

2014 Royal Queensland Food and Wine Show Champion MSA Graded Branded Beef of Show: Swift Premium J.B.S produced by JBS Australia Pty Ltd (QLD)

Champion Branded Lamb of Show: Tasmanian Royal produced by Melrose Wholesale Meats (QLD) – AUSTRALIA'S BEST LAMB

Beef Award Winners:

Lend Lease Grain Fed MSA Graded Striploin

Gold: J.R 'The Chairman' produced by Bindaree Beef (NSW)

Silver: Beef City Platinum J.B.S produced by JBS Australia Pty Ltd (QLD)

Bronze: Bindaree 'Vintage' produced by Bindaree Beef (NSW)

Lend Lease Grass Fed MSA Graded Striploin

Gold: Swift Premium J.B.S produced by JBS Australia Pty Ltd (QLD)

Silver: J.R 'The Trinity' produced by Bindaree Beef (NSW)

Bronze: Manning Valley Naturally produced by Wingham Beef Exports (NSW)

Wagyu Class – AUSMEAT Marble Score 6+

Gold: Darling Downs Wagyu (Gold) produced by Australian Agricultural Company (QLD)

Silver: Stockyard Black produced by Stockyard Pty Ltd (QLD)

Bronze: Tajima Crossbred Wagyu produced by Andrews Meat Industries (NSW)

ANZ Agribusiness Open Class

Gold: 'Mayfield' produced by Bindaree Beef (NSW)

Silver: 'Cape Byron' Angus produced by Bindaree Beef (NSW)

Bronze: Royal J.B.S produced by JBS Australia Pty Ltd (QLD)

Lamb Award Winners:

Meat & Livestock Australia Branded Lamb less than 20kg

Gold: Tasmanian Royal produced by Melrose Wholesale Meats (QLD)

Silver: Woolworths produced by Woolworths (NSW)

Bronze: Milly Hill Premium produced by Milly Hill (NSW)

Branded Lamb more than 20kg

Gold: Tasmanian Royal produced by Melrose Wholesale Meats (QLD)

Silver: Killarnee MSA Lamb (Thomas Foods) produced by ALDI Stores (NSW)

Bronze: Sovereign Lamb produced by Australian Wholesale Meats QLD (QLD)

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