



ROYAL QUEENSLAND Food & Wine SHOW



2017 Branded Beef and Branded Lamb Competitions

Overview

- From the establishment of the RNA in 1875, the organisation has always been committed to unearthing, celebrating and championing Australian agriculture and Australia's best produce
- In 2009, the RNA placed its existing food and wine competitions under a new Royal Queensland Food & Wine Show (RQFWS) brand and instigated a comprehensive review of judging processes and standards for the new show's displayable medals
- Its debut in 2009 brought four existing competitions under this new brand – the Royal Queensland Wine Show, Dairy Produce Show, Branded Beef Competition and the Sausage King Competition
- The RQFWS expanded and introduced new competitions including the Branded Lamb Competition (2010) and Ice Cream, Gelato & Sorbet Competition (2011)
- The RNA started the RQFWS 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



2017 Branded Beef Competition

- The RQFWS Branded Beef Competition is one of Australia's most prestigious and comprehensive beef competitions, revealing the best retail beef on the Australian market
- The product crowned Australia's best steak will have the opportunity to feature on the menu at the Royal Queensland Wine Show's consumer tasting event 'Grape Grazing by Night – Celebrating Australian Wine,' at the critically acclaimed Royal Queensland Steakhouse during Ekka and at the Royal International Convention Centre during events
- The Branded Beef Competition includes five classes: Grain-fed, Grass-fed, two Wagyu classes and an Open class
- The 2017 major award is the John Kilroy Cha Cha Char Grand Champion Branded Beef of Show
- 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
- Exhibitors entering must have an average minimum volume output of 20 bodies per week
- The expert judging panel is made up of top chefs, butchers, food consultants and food journalists
- Judged on visual (raw), tenderness, flavour, juiciness and overall liking for a total of 100 points
- Judging process: Striploins will be cut 2.1-2.2 cm thick, prepared and cooked at 200 degrees on a Silex type grill by DAFF Food Scientists for 3.5 minutes. After cooking, the sample is rested for two minutes and the internal temperature checked. The cooked sample is trimmed of all gristle and fat with only muscle tissue presented to judges

2017 Branded Lamb Competition

- The Branded Lamb Competition showcases and recognises Australia's finest lamb
- With the increase in branded lamb products available, the RQFWS Branded Lamb Competition is designed to satisfy consumer demand and reward those who produce quality branded retail lamb
- The competition includes MSA and non-MSA Branded Lamb across two classes – 20kg or under; and more than 20kg
- The judging panel consists of four judges
- Each judge receives a cutlet to grade the tenderness, flavour, juiciness and overall liking, while a chop is cut off before being cooked for visual judging
- Exhibitors entering in the competition must have an average minimum volume output of 80 bodies per week

Editors please note:

- Judging for the Branded Beef and Branded Lamb Competitions takes place between 2 and 3 May, 2017
- The Branded Beef and Branded Lamb Awards Presentation will be held on 5 May, 2017 at the Stockmen's Bar & Grill, Brisbane Showgrounds from 11:30am-1:30pm

Don't forget to follow us on social media #rqfws

