



February 3, 2020

## Branding Australia's best steak and lamb

Red meat producers have the chance to be crowned 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 once again lead a team of Queensland's top chefs, butchers and food experts, as they taste their way through some of the finest red meat in the retail market.

The Branded Beef Competition is regarded as one of the most coveted and comprehensive of its kind in the nation. It features five classes including grass fed, with around 80 per cent of Australia's beef produced from grass fed cattle.

Meanwhile the Branded Lamb Competition features three classes, including one to cater for the restaurant trade.

RNA Beef Committee Chair Gary Noller said the competitions had been showcasing Australia's best branded beef and lamb products to consumers for more than 19 years.

"There is a vast variety of protein alternatives available to consumers, but beef and lamb remain a natural and sustainable alternative," he said.

"Branded meat products come with a story, so consumers know exactly how the cut they're buying was produced and can rely on the consistency of the product.

"A win in this competition helps a brand to get their story in front of consumers, and with provenance playing a huge part in a potential buyer's decision, this is a great benefit."

Those who win medals will also have the chance to supply their product to the world-class Royal International Convention Centre, as well as have it featured at Queensland's largest and most loved annual event - the Royal Queensland Show (Ekka).

Entries must be in by Friday 20 March, with judging taking place from Tuesday 28 April and the winners to be announced at an awards presentation on Friday 1 May.

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

**ENTRIES CLOSE – FRIDAY 20 MARCH**

**JUDGING – TUESDAY 28 APRIL (lamb) & WEDNESDAY 29 APRIL (beef)**

**AWARDS PRESENTATION – FRIDAY 1 MAY**

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## Media Release

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