

MEDIA RELEASE

5 January, 2009

**2009 Sydney Royal Cheese & Dairy Produce Show
9-11 February 2009**

**Summer 2009 Sydney Royal Fine Food Show
19 – 27 February 2009**

MEDIA INVITED TO ATTEND JUDGING SESSIONS

**Celebrating and rewarding excellence and innovation
in Australian Agriculture since 1858**

The Royal Agricultural Society of NSW (RAS) invites media representatives to attend the judging sessions of the 2009 Sydney Royal Cheese and Dairy Produce Show and the Summer 2009 Sydney Royal Fine Food Show.

From Monday 9 February, expert panels of judges will scrutinise thousands of products entered in various categories of this year's Shows. Beer, Coffee, Bread, Cake and Pie, Aquaculture and Pasta along with Cheese, Chocolate, Dips, Gelato, Butter and much more will all be under the microscope.

Over 900 entries from around Australia will be judged in the Cheese & Dairy Produce Show, including entries from 22 new exhibitors. Twenty-five trophies and numerous Gold and Silver medals will be awarded in a number of classes covering milk, butter, cheese, yoghurt, dips, ice-cream and chocolate, including the prestigious Australian Cheeseboard Perpetual Trophy – awarded to the five Gold medal winning cheeses selected to comprise the Australian Cheeseboard.

The Cheese and Dairy Produce Show has grown in 2009, featuring expanded classes in yoghurt and cream, as well as extra classes in sheep, goat and buffalo products.

Chief Judge of the Sydney Royal Cheese & Dairy Produce Show Neil Willman, says he's looking forward to the task of leading the team of 30 professional judges.

"The judges will poke, prod, smell and taste the vast number of entries in order to find the best dairy products from around Australia,

"Ice cream entries have increased by more than 50% this year. New and Novel entries have also doubled, including flavours such as Wasabi Chilli Club Cheddar, Salted Cashew Nut Gelato and Choc Olive Vinegar," said Mr Willman.

The Summer Fine Food Show has also received a strong tally of entries.

RAS Fine Food Committee Chair Lyndey Milan says one of the most exciting competitions is sure to be the Beer Competition.

"With growing consumer interest in beer and micro-brewing the RAS has included a Draught Beer Class this year. Trials went exceptionally well and I'm looking forward to seeing how the 44 Draught Beer entries stack up."

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The Pasta Competition has also expanded, this year including a filled pasta class. An increasing supply of organic produce has seen the RAS include a Champion Organic Award in the Bread, Cake and Pie Competition and the Coffee and Pasta Competitions.

Winners will be able to advertise their medals on their packaging, making it easier for customers to pick the finest products at the supermarket and delicatessen.

**MEDIA ARE INVITED TO ATTEND ALL JUDGING SESSIONS
PHOTOGRAPHS AND INTERVIEW OPPORTUNITIES WITH JUDGES ARE AVAILABLE
JUDGING SESSIONS ARE CLOSED TO THE PUBLIC**

MEDIA DATES for inclusion in diaries

9 – 27 February 2009

COMPETITION	DATE	TIME
Cheese & Dairy Produce Cheese	Monday 9 February	10:00am -12:00 2:00pm - 4:00pm
Cheese & Dairy Produce Milk, Chocolate, Dips	Tuesday 10 February	10:00am 12:00 2:00pm – 4:00pm
Cheese & Dairy Produce Ice Cream, Gelato, Butter, Cream, Desserts	Wednesday 11 February	10:00am – 12:00 2:00pm – 4:00pm
Fine Food Beer	Thursday 19 February	10:00am – 12:00 2:00pm – 4:00pm
Fine Food Beer	Friday 20 February	10:00am – 12:00 2:00pm – 4:00pm
Fine Food Coffee	Monday 23 February	10:00am – 12:00 2:00pm – 4:00pm
Fine Food Coffee	Tuesday 24 February	10:00am – 12:00 2:00pm – 4:00pm
Fine Food Bread, Cake & Pie	Wednesday 25 February	10:00am – 12:00 2:00pm – 4:00pm
Fine Food Aquaculture	Thursday 26 February	11:00am – 12:00 2:00pm – 4:00pm
Fine Food Pasta	Friday 27 February	10:00am – 12:00

All judging sessions are held at;
Charley Room, Members Stand, Grand Parade (off Main Arena Concourse)
Sydney Showground, Sydney Olympic Park

Results will be released at 5pm the day following each judging session via
www.sydneyroyalshows.com.au

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