

## PICK OF THE CROP PUT TO THE TEST

### Sydney Royal Fine Food Show 1 – 11 September 2009

Entries are now open for the Spring 2009 Sydney Royal Fine Food Show. This year producers entering the Regional Food Competition will be given more opportunity to shine, following the inclusion of several new classes to the judging line up.

**Royal Agricultural Society of NSW (RAS) Fine Food Committee Chair Lyndey Milan**, says the new additions to the Regional Food Competition will showcase more of the country's top producers than ever before.

"The brand new classes include confectionary, lemon butter, dips, pesto, soups and spice blends. We are very excited to expand the Regional Food Competition and encourage all producers to consider entering."

Accepting entries in **Regional Food, Deli Meat, Olive Oil, Aquaculture, Branded Beef and Branded Lamb**, the Sydney Royal Fine Food Show recognises and rewards innovation, diversity and excellence in agricultural production.

"Winning a medal at the Sydney Royal Fine Food Show is a testament to the high quality of a company's product," said **Lyndey Milan, Chair RAS Fine Food Committee**.

Many companies have reveled in the success of winning a medal at the Sydney Royal Fine Food Show. Producers are given the opportunity to benchmark their products against the best the country has to offer, while at the same time promoting their products under the respected and valued Sydney Royal brand.

Awarded Champion Grass Fed Exhibit and Champion Lamb Exhibit in the 2008 inaugural Branded Lamb Competition, **Richard Gunner's Fine Meat's Pty Ltd (SA)** is enthusiastic about the benefits of winning.

"As a result of last year's accolades our Sydney distributor has gained recognition for our product resulting in increased sales. The wins have also helped us secure a distributor in Brisbane, after they read about our success in the media," said Richard Gunner.

"Most importantly the Sydney Royal win is something our staff can be proud of and it's helped create a team bond,"

"Our main aim in 2009 is to be the first to win a Champion Award in the Branded Beef Competition. As the first winners of the Branded Lamb Champion gong we would dearly love to do the same with Branded Beef."

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Jason Douglas from **Exclusive Meats in Allambie (NSW)** is still enjoying the effects of winning Champion Gourmet Sausage in the 2008 Deli Meat Competition.

“The prestige associated with winning Sydney Royal gold has resulted in an increase in our sales and we’ll certainly be entering again in 2009.”

The closing date for entries is **Friday July 17 2009**. Don’t miss your opportunity to be named the “best of the best” in Australian Fine Food.

For more information on the Sydney Royal Fine Food Show and entry details please visit: [www.sydneyroyalshows.com.au/finefood](http://www.sydneyroyalshows.com.au/finefood), or contact the **Wine, Dairy & Fine Food Coordinator**, on **(02) 9704 1199**.

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