

27 August 2018

CELEBRATE AUSSIE BEST THIS INTERNATIONAL BACON DAY

Australian Pork Limited
ABN: 83 092 783 278

PO Box 4746
KINGSTON ACT 2604

P 02 6285 2200
F 02 6285 2288

www.australianpork.com.au

International Bacon Day and Father's Day align this weekend making it the perfect time to enjoy an Aussie Bacon Bonanza.

Just in time for the celebrations, Australia's best bacon has today been revealed.

"Celebrate the smoky flavour and crispy crunch and join us by putting Aussie bacon on your plates this weekend," said Australian Pork Limited General Manager of Marketing, Peter Haydon.

"International Bacon Day is a global celebration and Father's Day is an event that brings families together, so we're encouraging people to make it an Aussie Bacon Bonanza and enjoy 100% Australian bacon all weekend!

"Many people are shocked to learn that 70 per cent of bacon sold here is made from imported pork, but there are plenty of great tasting, high quality products made in Australian from 100% Aussie pork. In fact, we've just announced the winners of the annual Australian Bacon Awards."

Campbell's Superior Meats, West Pymble, was named Australia's Best Bacon after taking out the state and national Short Cut Bacon titles. Specialist judges, Fleischmeister Horst Schurger and chefs Simon Bestley and Adam Moore, assessed the appearance, aroma and taste of 125 entries, with Big Country Meats n Foods, Coffs Harbour, the other big winners, taking out the title of the Best Full Rasher Bacon.

The judges described the winning bacon from Campbell's Superior Meats as having an excellent and neat appearance, great salty smoke profile and being an excellent product overall.

State winners were also announced, making it easier for people to get their hands on award-winning bacon.

"Congratulations to the winners as this year's judging revealed some spectacular full rasher and short cut bacon," Mr Haydon said.

"Why not taste our winners for yourself or get creative in the kitchen this weekend serving up delicious Aussie bacon for brekky, lunch, dinner or even dessert. When you buy your bacon, remember to check it is made with 100% Australian pork by looking for the pink PorkMark logo or reading the label to ensure it's at least 70% Australian ingredients."

Join the Australian Bacon celebrations this weekend, 1 and 2 September 2018 and share the #aussiebacon joy on social media. For all the results, recipe inspiration and more information, visit www.pork.com.au.

And the winners are...

Overall Best Australian Bacon: Campbell's Superior Meats, West Pymble, NSW

Short cut

1. Campbell's Superior Meats, West Pymble, NSW
2. Perry's Quality Meats, Smithton, Tasmania
3. Elite Meats, Holt, ACT

Full rasher

1. Big Country Meats n Foods, Coffs Harbour, NSW
2. Leabrook Quality Meats, Leabrook, SA
3. Meatways Butchery, Kambah, ACT

Participating restaurants include:

Banksia Hotel Banksia, NSW

Chef Colin Fassnidge will make your Aussie Bacon Bonanza even better with "Fass's Super Bacon Jaffle", available on 1 and 2 September.

Dolphin Hotel Surry Hills, NSW

Pizza's always a winner but take it next level with chef Monty Koludrovic's Carbonara Pizza from 29 August to 5 September.

Endeavour Tap Rooms The Rocks, NSW

Join in the Aussie Bacon Bonanza with a Bacon Board featuring three bacon smalls and served with a Golden Ale for International Bacon Day, Saturday 1 September.

Icebergs Dining Room and Bar Bondi, NSW

Head straight to bar! Chef Monty Koludrovic will be serving a special of finger-licking cheese and bacon balls from 29 August to 5 September.

Macquarie Hotel Liverpool, NSW

Chef Colin Fassnidge will make your Aussie Bacon Bonanza even better with "Fass's Super Bacon Jaffle", available on 1 and 2 September.

Rocker Bondi, NSW

Rock into Rocker for chestnut pappardelle, smoked bacon, cimi di rapa, bacon fat pangrattato and parmesan available for International Bacon Day, Saturday 1 September.

Stokehouse St Kilda, Vic

Head on down for squid cooked in bacon, raw mushroom, crunchy bacon and bacon skin pil pil, available for International Bacon Day, Saturday 1 September.

Terminus Hotel Pyrmont, NSW

Chef Colin Fassnidge will make your Aussie Bacon Bonanza even better with "Fass's Super Bacon Jaffle", available on 1 and 2 September.

Three Blue Ducks Rosebery, Bronte and Byron Bay, NSW

The Rosebery, Bronte and Byron Bay restaurants will celebrate Aussie bacon with bacon, corn, avocado, chilli, herb salad, poached eggs, sourdough and macadamia for International Bacon Day, Saturday 1 September.

Young George East Fremantle, WA

Chef Melissa Palinkas gets in the spirit with her Aussie Bacon Bloody Mary and Thick Cut Maple Bacon.

ENDS

For media enquiries contact:

Katana Smith 0409 122 556 or katana.smith@australianpork.com.au