



MEDIA RELEASE

14 April 2015

AUSTRALIA SETS NEW PULLED PORK GUINNESS WORLD RECORDS TITLE

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It's dominating menus and today Australia set a new GUINNESS WORLD RECORDS title for the Largest Serving of Pulled Pork.

The GUINNESS WORLD RECORDS title was set after nearly 800 kilograms of pork was slow cooked for 10 hours and then manually pulled by more than half a dozen people.

The record attempt by Australian Pork Limited was part of celebrations for the Australian Festival of Pork, or PorkFest.

Australian Pork's Peter Haydon said PorkFest was about trying new pork recipes but the event in Martin Place was an extension of the festival's joy.

"We've been encouraging people to get involved in PorkFest by trying new recipes and sharing them with friends and family," Mr Haydon said.

"Today we have shared that celebration with Sydney after achieving a GUINNESS WORLD RECORDS title."

After being removed from the oven, the pork was manually pulled before being weighed in a specially-designed vessel. As the scales tipped 707 kilograms, the GUINNESS WORLD RECORDS adjudicator confirmed the record had been set.

People passing through Martin Place at lunch time also had a chance to taste a piece of history, with the Australian Pork team serving up pulled pork rolls with coleslaw for a gold coin donation.

"Pulled pork is so popular right now and it was great to give people a chance to tuck in," Mr Haydon said.

"This GUINNESS WORLD RECORDS title celebrates Australian pork, shows that cooking pork is great fun and hopefully some people who hadn't tried pulled pork before were able to enjoy it today.

"As an added bonus, people were able to decide if their gold coin donation went to The Starlight Children's Foundation, beyondblue or the National Breast Cancer Foundation and leftover pulled pork was donated to OzHarvest."

PorkFest runs through until April 25. For more information, visit www.pork.com.au
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