



STRICTLY EMBARGOED UNTIL SUNDAY 22 MARCH 2015

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COLIN FASSNIDGE ENCOURAGES PEOPLE TO GET MORE PORK ON THEIR FORK

Expand your repertoire, impress your loved ones by trying a new dish: that's the aim of this year's PorkFest.

Award-winning chef and pork aficionado, Colin Fassnidge, is the ambassador for the annual five-week Australian Festival of Pork which gets underway today, encouraging people to try new recipes.

The chef, author and TV presenter will share his tips and recipes, serving up dishes perfect for family and friends.

"Pork is my favourite ingredient," Mr Fassnidge said.

"I've always loved pork and so of course it's the star in my restaurants. There are so many pork cuts to use and pork works well in so many dishes. I love to have a crack at new dishes and that's what PorkFest is all about."

Australian Pork Limited General Manager Marketing, Peter Haydon, said PorkFest was the perfect time to try new pork recipes.

"Pork is popular at this time of year, especially as the weather starts to cool down and people gather for Easter," Mr Haydon said.

"PorkFest is a celebration and provides people with new recipe ideas to help them expand their recipe repertoire and having a bit of fun. Colin is known for having fun with his cooking and that's why he's such a great ambassador for this program.

"We're encouraging people to try Colin's recipes, bring their family together and create great meals and memories."

PorkFest, which has been held since 2011, will run from 22 March to 25 April. Butchers and supermarkets are supporting the festival, while restaurants and pubs will also serve up delicious pork dishes to help people get more pork on their forks.

Colin's recipes will be available from www.pork.com.au, which is home to pork recipe inspiration.

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