



MEDIA RELEASE

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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

EVERYONE DOES IT THEIR WAY, BUT AUSSIE BACON IS BEST

Everyone has their favourite way to enjoy the magical meat, from savoury to sweet, breakfast to dessert, and this week, Aussie bacon is in the spotlight.

Australian Bacon Week runs from 25 June to 1 July, celebrating 100% Australian bacon, but also drawing attention to the competition local bacon faces from imported products.

Bacon enthusiast and Australian Pork Limited Marketing Manager, Mitch Edwards, said the week was a chance to combine fun, a much-loved meat and some serious messages.

“Aussie bacon is a regular feature of my breakfasts and even pops up to add a highlight and flavour boost in the occasional lunch or dinner,” he said.

“Everyone loves bacon and everyone has their own favourite way to enjoy it. This year we’re encouraging people to get involved and show us Aussie bacon their way.

“For chef, Colin Fassnidge, it’s an Aussie bacon and leftover suckling pig jaffle with pate and basil leaves, for the team at N2 Extreme Gelato, they give it a sweet twist in their Beauty and the Bacon creation. Personally, I can’t say no to perfect eggs, some crunchy toast and high quality, tasty Aussie bacon to kick-start my day.”

People are encouraged to share their favourite Aussie bacon creations using #aussiebacon and #baconweek.

The Australian PorkMark Bacon Awards are a highlight of the week, finding and celebrating the very best Australian bacon.

“This year more than 125 bacons were put to the test by a specialist judging panel,” Mr Edwards said.

“Fleischmeister Horst Schurger and chefs, Simon Bestley and Paul McDonald, assessed the appearance, aroma and taste of the products, noting that processors had again improved their products.

“The ACT’s Griffith Butchery took out top honours, winning the overall award as well as first in full rasher, while Barossa Fine Foods, SA, took out best shortcut bacon. Congratulations to this year’s winners, but also to the entrants who received such positive feedback from the judges.”

The judges described the winning bacon from Griffith Butchery as being beautifully presented with a nice shape, a mild aroma, a lasting flavour and a very good texture. Barossa Fine Foods’ winning shortcut bacon was a prosciutto-style, with a nice colour and aroma, great flavour and true to style.

“It still shocks people to learn that more than 70 per cent of bacon sold in Australia is made from imported pork,” Mr Edwards said.

“Australian Bacon Week is about celebrating our best bacon, but also reminding people that they need to look for our pink PorkMark logo or the words ‘Product of Australia’.”

Australian Bacon Week runs until 1 July, with more information, participating restaurants and recipes available from www.pork.com.au.

And the winners are...

NATIONAL

Overall winner

Griffith Butchery, Griffith, ACT

Full rasher

1. Griffith Butchery, Griffith, ACT
2. Kanmantoo Bacon and Quality Meats, Kanmantoo, SA
3. Meatways Kambah, Kambah, ACT

Short cut

1. Barossa Fine Foods, Edinburgh North, SA
2. Rob’s British Butcher, Dandenong, Vic
3. German Butchery, Mona Vale, NSW

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For media enquiries contact:

Katana Smith

Consumer Media Relations Executive

Ph: 0409 122 556

E: katana.smith@australianpork.com.au