



STRICTLY EMBARGOED UNTIL SUNDAY 30 NOVEMBER 2014

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

CELEBRATING WESTERN AUSTRALIA'S BEST HAM

Salume Amo has taken out Western Australia's top honours in this year's prestigious Australian Ham Awards.

The awards are held as part of Australian Ham Week, which runs from 30 November to 6 December, celebrating and promoting our nation's finest home-grown ham.

Hams made from 100 per cent Australian pork are judged by a team of specialist judges who independently assess the entries across appearance, texture, aroma and taste criteria. This year's judges were Fleischmeister Horst Schurger, who has a Master's degree in Butchering and Smallgoods from the Master College in Monchengladbach, Germany, and chefs with international experience, Paul McDonald and Simon Bestley.

Salume Amo, in O'Connor, impressed the judges and took out top place in both the Bone-in and Boneless ham categories, as well as third nationally for its bone-in ham.

P Princi Butchers in Beaconsfield also scored well, with its hams placing second in both categories. Third place in the Bone-in category was rounded out by BRE & Sons, Malaga, while Princi Smallgoods, Malaga, took third in the Boneless Ham.

Australian Pork Limited's Mitch Edwards said Australian Ham Week was developed in 2009 to raise awareness not all ham sold in Australia is made from our pork.

"Australian ham is a quality product, tastes great and supports our Aussie farmers," Mr Edwards said. "Unfortunately, many people are unaware that more than two thirds of ham sold in Australia is made from imported pork. Australian Ham Week raises awareness of that fact, but also helps consumers find home-grown ham in store.

"To ensure your ham is made from 100 per cent Australian pork, buy a bone-in ham or look for the pink PorkMark logo."

This year's overall winner and Best Australian Ham title was taken by Sunshine Meats in Milperra, NSW, for its boneless ham. The judges described the ham as perfect in appearance and texture. It has a sweet and smoky aroma with great balance and an overall great ham.

The Nationally Available title was awarded to Victorian processor, Bertocchi Brothers, for their Triple Smoked Leg Ham, available from Coles. The judges commended the ham's shape, colour, aroma and texture.

Australian Ham Week also has butchers and restaurants on board, with activities including tastings and ham dishes featured on menus.

AND THE WINNERS ARE...

Traditional Bone-in Leg Ham

1st	Salume Amo	O'Connor	(08) 9314 2494
2nd	P. Princi Butchers	Beaconsfield	(08) 9314 2494
3rd	B.RE & Sons	Malaga	(08) 9249 4990

Boneless Ham

1st	Salume Amo	O'Connor	(08) 9314 2494
2nd	P. Princi Butchers	Beaconsfield	(08) 9314 2494
3rd	Princi Smallgoods	Malaga	(08) 9249 7359

Participating Restaurants

Pinco's	Justin Bell
Bib and Tucker	Scott Bridger

For more information, visit www.pork.com.au.

ENDS

For media enquiries contact:
Katana Smith
Australian Pork Limited
Ph: 0409 122 556
E: katana.smith@australianpork.com.au
W: www.pork.com.au