

6 August 2018

## **SNAG MEALTIME SUCCESS INSPIRED BY THE WORLD'S BEST**

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](http://www.australianpork.com.au)

The Australian Steelers make the World's Best so now butchers across the country are sharing the joy of pork sausages with you.

This month, butchers are serving up their favourite pork sausages along with recipe inspiration to help people snag a winning weeknight meal.

"Our national representative butchers team, the Australian Steelers, won the World's Best Pork Sausage at the World Butchers Challenge in Belfast for their pork and truffle creation," said Australian Pork Limited General Manager of Marketing, Peter Haydon.

"Around the world, pork sausages are very common, but in Australia, beef has become the norm. We think the World's Best title is a great reason for people to revisit the pork snag and get some pork sausages on their fork."

The Australian Steelers team are continuing to serve up the World's Best sausage to their customers, as well as sharing some of their other pork sausage recipes with their peers.

"People in Sydney, Melbourne, Adelaide and Cairns can get their hands on the World's Best Pork Sausage, but around the country butchers are creating pork sausages perfect for every occasion," Mr Haydon said.

"Pork sausages are easy to prepare and delicious. Serve them in fluffy white bread with tomato sauce, paired with beautiful sides or in a pasta sauce, there's a pork sausage for every occasion."

Butchers serve up pork sausages year-round, but this August, they'll be showcasing their favourite and best. Recipe inspiration will be available in store, but also from [www.pork.com.au](http://www.pork.com.au)

### **The World's Best Sausages are available from members of the Australian Steelers representative butchers team:**

- Adam Stratton and Paul Brady, Tender Gourmet Butchery, Macquarie Park, Eastgardens, Bondi Junction and Hornsby, NSW
- Tom Bouchier, Peter Bouchier Butchers of Distinction, Toorak, Malvern, and Moorabbin Vic
- Colin Garrett, Colin's Butchery, Zetland, NSW
- Nick Dagg, Gourmet Market Meats, Earlville, QLD
- Luke Leyson, Goodwood Quality Meats, Goodwood, SA

### **END**

For media enquiries contact:  
Katana Smith  
Marketing Communications Manager  
Ph: 0409 122 556  
E: [katana.smith@australianpork.com.au](mailto:katana.smith@australianpork.com.au)