

## DO YOU PRODUCE AUSTRALIA'S FINEST FOOD?

### Sydney Royal Cheese & Dairy Produce Show 9 – 11 February 2009

### Sydney Royal Summer Fine Food Show 19 – 27 February 2009

Don't miss your opportunity to be named the "best of the best" in Australian produce. The **Royal Agricultural Society of NSW (RAS)** is now accepting entries for the 2009 Sydney Royal Cheese and Dairy Produce Show and the Sydney Royal Fine Food Show.

Two of Australia's premier industry events, the Cheese and Dairy Produce Show and the Fine Food Show recognise and reward innovation, diversity and excellence in agricultural production.

In 2009 the RAS is proud to announce the introduction of a draught beer class into the Beer Competition. The Pasta Competition has also been expanded, next year including a filled pasta class.

**RAS Fine Food Chair Lyndey Milan** says each year the RAS reviews its competitions, taking into account new industry and consumer trends.

"This enables us to be at the forefront of agriculture and to reward contemporary producers. An increasing supply of organic produce has seen the RAS include a Champion Organic Award in the Bread, Cake and Pie Competition and the Coffee and Pasta Competitions," said Ms Milan.

The Cheese and Dairy Produce Competition will also grow in 2009, featuring expanded classes in yoghurt and cream as well as extra classes in Sheep, Goat and Buffalo Products.

Following both record entries and Gold medals in 2008, **RAS Cheese and Dairy Produce Chairman Gerry Andersen** expects next year's Competition to be another great success.

"Strong entries from the specialty cheese areas are again anticipated, as this area of production grows significantly in both numbers and quality. I also encourage restaurants to enter their gelato and ice cream in 2009," said Mr Andersen.

Many companies have reveled in the success of winning a medal at the Sydney Royal Fine Food and Cheese and Dairy Produce Shows. Producers are given the opportunity to benchmark their products against the best the Country has to offer, while at the same time promoting their products under the respected and valued Sydney Royal brand.

**CEO of Serendipity Ice Cream Sarah Mandelson**, says the company has thrived following its Sydney Royal success.

"Winning Champion Ice Cream and Most Successful Ice cream Exhibitor at the 2007 and 2008 Sydney Royal Cheese and Dairy Produce Shows has been a significant help in marketing

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our product nationally. It has also instilled a great deal of pride in all of our team, and shows recognition of their efforts in producing a premium quality product,” said Ms Mandelson.

**Entries close:**

**Sydney Royal Cheese and Dairy Produce Show**

Friday 5 December (hardcopy entries)

Friday 19 December (online entries)

**Sydney Royal Fine Food Show**

Bread, Cake & Pie – 9 January

Beer – 16 January

Aquaculture – 6 February

Coffee – 12 December (offline) 9 January (online)

Pasta – 12 December (offline) 9 January (online)

The RAS strongly encourages all exhibitors to enter online by visiting [www.sydneyroyalshows.com.au](http://www.sydneyroyalshows.com.au) or alternatively, download an application form.

Media inquiries;

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