

Media Release

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## DO YOU PRODUCE AUSTRALIA'S FINEST FOOD?

### Sydney Royal Fine Food Show 1 – 10 September 2008

Don't miss your opportunity to be named the "best of the best" in Australian Fine Food. The **Royal Agricultural Society of NSW (RAS)** is now accepting entries for the **Spring 2008 Sydney Royal Fine Food Show**.

One of Australia's premier industry events, the Sydney Royal Fine Food Show recognizes and rewards innovation, diversity and excellence in agricultural production.

The September Show judges entries in **Regional Food, Deli Meats, Olive Oil, Aquaculture, Branded Beef** and recognizing emerging industry and consumer trends a **Branded Lamb** Competition has been introduced for the first time in 2008.

"Winning a medal at the Sydney Royal Fine Food Show is a testament to the high quality of a company's product," said **Lyndey Milan, Chair RAS Fine Food Committee**. "Our eminent and highly regarded industry judges scrutinise each product on a range of criteria, resulting in a completely transparent judging process."

Many companies have revelled in the success of winning a medal at the Sydney Royal Fine Food Show. 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.

In 2007, Pendleton Estate SA won two Gold medals for their Australian and Varietal Extra Virgin Olive Oils, going on to win the Championship awards in these classes. "As a result of our success at the Sydney Royal Fine Food Show we've found our retail and food service sales have substantially increased," said Grant Wylie, owner of Pendleton Estate.

"The prestigious win has brought us new business on a national level, and we'll certainly be entering again for the September Show, I cannot recommend more highly that other small businesses enter their products as the benefits are tremendous!"

The closing date for entries is **Friday July 25 2008**.

For more information on the Sydney Royal Fine Food Show and entry details please visit: [www.sydneyroyalshows.com.au](http://www.sydneyroyalshows.com.au), or contact the **Wine, Dairy & Fine Food Coordinator**, on **(02) 9704 1199**.

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#### REWARDING EXCELLENCE IN AUSTRALIAN AGRICULTURE

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