

Award Artwork



Sydney Royal Award Regulations & Promotion Kit

Sydney Showground
Sydney Olympic Park
www.rasnw.com.au



Royal Agricultural Society of NSW

These regulations and guidelines are applicable to Exhibitors that have entered and been awarded in the following Sydney Royal Competitions:

Beer & Cider
Cheese & Dairy Produce
Chocolate
Honey – Commercial only
Fine Food – Aquaculture
Fine Food – Beef
Fine Food – Lamb
Fine Food – Coffee
Fine Food – Deli Meat
Fine Food – Olive Oil
Fine Food – Pasta
Fine Food – Pork
Fine Food – Professional Bakery
Fine Food – Regional Food
Wine

Congratulations, you've won an Award at Sydney Royal, now what?

It's time to take advantage of your success and reap the benefits of being an award winner at Sydney Royal.

Winning a Sydney Royal award is a testament to achievement at the highest level, giving you the opportunity to brand your product as a Sydney Royal winner, a distinction that allows that product to stand out from your competitors.

The Royal Agricultural Society of NSW (RAS) has rewarded agricultural excellence since its establishment in 1822, setting the benchmark for distinction through the Sydney Royal Easter Show and the Sydney Royal Wine, Chocolate, Beer & Cider, Dairy, National Honey and Fine Food Shows.

Industry and consumers recognise the Sydney Royal as a mark of excellence. Displaying your award on winning products communicates the achievement, and the quality of your product to both customers and peers.

This kit is designed to assist you in marketing your award-winning produce. Please take special notice of the Terms & Conditions for use of the Sydney Royal Artwork. Any breach of the artwork copyright could result in disqualification and ban from future competitions.

Please keep in mind that the Sydney Royal artwork and regulations may change from year to year, so it's important to review this document each time you win.

This advice is general and further advice may be provided by a marketing or promotion specialist, there are many ways that a product could be promoted and there is no one solution for everyone.

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1. TRADEMARK LICENCE TERMS & CONDITIONS FOR AWARD ARTWORK

As the Chief Executive of the Royal Agricultural Society of NSW (RAS), I hereby grant you permission under Regulation 189 of the General Regulations to use the Sydney Royal Award trademarked artwork ('Award') for your winning product, subject to the following conditions:

1. You must only use the Award on or in conjunction with the product that won. You cannot use the Award on packaging for other products, e.g. you must only use the gold medal logo on the product that won gold.
2. The Award must state the year of the competition that your product won. This information must be clear on the winning product.
3. The licence for the Award is valid for three **(3) years** on the packaging of the product, starting from the date the Award was presented. (Please see Award / Point breakdown per Competition to see exemptions).
4. The licence for the Award is valid providing the ingredients and method of production of your product remain the same.
5. The Award logos' and award claims may only be used for a maximum of (5) five years from the date of the award without mention of the awarded product. Usage of the award logo is restricted to outdoor advertising on trucks, billboards, internal and external shop signage, agreed packaging, electronic signatures, company website banners and social media platforms. The year awarded must always be clearly visible and there must be no implication that the award was won by "a group of products other than the actual product itself that received the award". It is at the discretion of the RAS whether the advertising is misleading or contrary to the agreed usage.
6. Royal Agricultural Society of NSW, Sydney Royal or Sydney Royal Easter Show corporate branding is not permitted to be reproduced or used.
7. In the event a product receives multiple awards in subsequent years, this does not alter the license of a single award being valid for three years. Upon expiry an award being presented as a multiple win must be removed from display.
8. You must not change the design, shape, colour or wording on the Award or do anything to the trademarked artwork that may be misleading to the public. (Please see the Style Guide for specifications).
9. Wine Exhibitors are permitted to use their point score on the award and must be changed to reflect the point score awarded only.
10. You must not use the wording 'Sydney Royal' in any generic medal. Only the trademarked artwork is permitted.
11. All artwork must be approved by the RAS before release by sending it to sydneyroyal@rasnsw.com.au.
12. If the product is transferred or sold to another company or the company is acquired or merged, the trademark licence for the Award is only transferrable providing that:
 - a) there are no changes to the name of the company, product and production method; and
 - b) the RAS has provided express permission for the Award to transfer to the new entity; and
 - c) the new entity agrees to these trademark licence conditions.
13. If the Exhibitor wishes to change the name of the product, the Exhibitor must contact the RAS to seek permission and for the RAS to update the licence details.
14. Third party use of the Awards requires prior authorisation.

15. Exhibitors who breach these trademark licence conditions may be subject to Disciplinary Hearings under the RAS General Regulations and subject to any legal action the RAS may take to protect their intellectual property.
16. In reference to the Wine Show, these terms & conditions are in addition to the Winemakers' Federation of Australia's 'Wine Industry Display of Awards Code of Practice'
(Please see: <http://www.wfa.org.au/information/codes-and-guidelines/>)
17. The RAS further reserves the right to withdraw the licence to use the trademarked artwork at their discretion, should the Exhibitor engage in behaviour or become associated with anything or situation which the RAS feels does not align with their values. This includes but is not limited to unethical conduct, unseemly behaviour or any other behaviour the RAS considers brings the RAS into disrepute.
18. If a breach is identified the Exhibitor will be notified in writing requesting timely rectification. At the discretion of the RAS, should an Exhibitor fail to rectify the breach, the award will be cancelled and a ban from future competitions may result.

Protecting the integrity of the Sydney Royal competitions is of great importance to the RAS. The RAS reserves the right to randomly audit your use of the Awards. For further information please see the RAS General Regulations Rule 189 regarding intellectual property listed on the RAS of NSW website:

https://www.eastershow.com.au/globalassets/document-library/legal/general_regulations2.pdf

Yours Sincerely



Brock Gilmour
Chief Executive

2. AWARD / POINT BREAKDOWN PER COMPETITION

Competition	Judged out of	Gold	Silver	Bronze	Special rules and/or exemptions
Beer & Cider	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Cheese & Dairy	20	18.0 and over	17.0 but less than 17.9	16.0 but less than 16.9	
Chocolate	90	81.0 and over	74.0 but less than 81.0	Not awarded	
National Honey	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Fine Food – Aquaculture	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Fine Food – Branded Beef	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Fine Food – Branded Lamb	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Fine Food – Coffee	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	Must state the Class name (i.e. latte, espresso, plunger etc) when promoting medal win
Fine Food – Deli Meat	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Fine Food – Olive Oil	100	85.0 and over	75.0 but less than 85.0	65.0 but less than 85.0	Allowed to use medal until all stock is exhausted
Fine Food – Pasta	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Fine Food – Professional Bakery	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Fine Food – Regional Food	100	90.0 and over	82.0 but less than 90.0	74.0 but less than 82.0	
Wine	100	95.0 and over	90.0 but less than 95.0	85.0 but less than 90.0	Allowed to use medal until all stock is exhausted Can display the point score on medal using the artwork provided and must reflect the exact point score awarded

3. OPPORTUNITIES FOR WINNERS

Throughout the year there are several opportunities and events for Sydney Royal award winners to be involved in.

- Listing on the online consumer guide, Australia’s Best Producers, that features medallists from the Sydney Royal Competitions, with the ability to tailor your listing and linking consumers directly to your purchase facilities.
- Opportunity to present and promote medal-winning products at The Sydney Royal Easter Show, an iconic international event attracting close to 800,000 visitors every year.
- Opportunity to be handpicked by Sydney Showground to supply your medal-winning product at hundreds of events that happen on site throughout the year, including at the Sydney Royal Easter Show.

Exhibitors of the top Exhibits will be invited to participate in the President’s Medal Competition. Since 2006, the President’s Medal has recognised excellence in Australian food and drink production with only the best of the best nominated to compete. These Producers undergo a rigorous independent review of their business model to assess their social, economic and environmental impact both up and down-stream. It’s the triple bottom line audit that makes the President’s Medal award the most unique and prestigious in the country

4. STYLE GUIDE

Sydney Royal Awards are symbols of excellence, and as an award winner you are entitled to apply the trademarked medal artwork to further promote your achievement. Some suggested applications include: product packaging, advertising, signage, websites and any other relevant marketing materials.

Sydney Royal artwork must be used in the following way:

i) Design and Size of Award Artwork

Sydney Royal award artwork is not to be re-drawn, scanned, modified or manipulated in any way. The award can be proportionally scaled to meet requirements.

The minimum size of reproduction can be reproduced is a 20mm diameter. Should your application require a smaller medal size please contact the Competition Coordinator.

ii) Year of Win

The year of the win has been fixed on the medal and must not be changed in any way. The year of the medal win must be visible in all instances it is used. The year must not be blurred or blocked when overlapped by another medal.

iii) Colour

The metallic background colour should always correspond with the name of the medal (i.e. gold colour with gold medal, silver colour with silver medal etc). Metallic colours can be applied as metallic foils or metallic inks with a black overprint. Less successfully, they can also be reproduced in conventional cmyk process colours. Black and white versions of medals are also available.

			
Black: CMYK 0 / 0 / 0 / 100 With PMS = 871C Or Gold: CMYK 0 / 22 / 70 / 22	PMS = 871C Or Gold: CMYK 0 / 22 / 100 / 22 With Black: CMYK 0 / 0 / 0 / 100	PMS = 877C Or Silver: CMYK 0 / 0 / 0 / 40 With Black: CMYK 0 / 0 / 0 / 100	PMS = 875C Or Bronze: CMYK 0 / 45 / 73 / 24 With Black: CMYK 0 / 0 / 0 / 100

iv) Display of Point Score

It is evident within the wine industry that by displaying the point score it can enhance the award won to the consumer. Wine Exhibitors have the option to display the exact point score awarded. The artwork supplied will have the lowest point score within that medal bracket and must be changed to reflect what the product received. This is the only place where artwork can be altered, the design, shape, colour or wording must remain the same.

		
<p>PMS = 871C Or Gold: CMYK 0 / 22 / 100 / 22 With Black: CMYK 0 / 0 / 0 / 100</p>	<p>PMS = 877C Or Silver: CMYK 0 / 0 / 0 / 40 With Black: CMYK 0 / 0 / 0 / 100</p>	<p>PMS = 875C Or Bronze: CMYK 0 / 45 / 73 / 24 With Black: CMYK 0 / 0 / 0 / 100</p>

5. AWARD PROMOTION

i) Accessing the Artwork

The artwork can be downloaded from the Sydney Royal website. As an award winner, you would have received an email from the competition coordinator with instructions how to download the artwork. Simply go to the website – www.rasnsw.com.au – and follow the links to retrieve your artwork.

If you no longer have this information please contact the competition Coordinator.

ii) Applications

The awards have been designed to simply and effectively communicate a Sydney Royal win to consumers and industry.

They are available for use across print, online and digital channels. Awards are most widely used on packaging; however it can also be used to promote the product in other ways, examples of promotion include:

- Website: placed next to an image of your winning product
- Advertisements or brochures/flyers promoting the product
- Product labels
- Detailing your company vehicle/van by displaying the artwork
- Promotional banners & flags for use at public events and market stalls
- Market stalls: on fascia board
- Email signatures, example given below

Advertisements should clearly show:

- The year of the Award
- The Award or Special Prize won
- The commercial title of the product
- The vintage (relevant for Wine, Beer & Cider and Olive Oil only)

Examples of email signatures below

TUCKERS
NATURAL

Shop | Connect with us | Signup for our e-news

Winner 38 Medals

CONFIDENTIAL: This email and any attachments may be confidential, legally privileged and/or subject to copyright. If you are not the intended recipient, you must not disclose or use the information contained in this e-mail. If you have received this email in error, please notify the sender immediately and delete the email and all copies.

www.juliannekitchen.com.au
<http://www.facebook.com/pages/Julianne-Kitchen/244662412227899?ref=hl>
Handmade quality products for the discerning palate

JULIANNE'S KITCHEN
AFM
AUSTRALIAN FOOD MICROBIOLOGY
HACCP CERTIFIED

Director & Caramel-lover

PO Box
T:
M:
www.caramelicious.com.au

Caramelicious
COURTESY soft caramel

2015 Gold Medal Royal Melbourne Fine Food Awards - Cocoa Hazelnut
2014 Gold medal Sydney Fine Food Awards - Salted butter
2014 Champion Sweet - Sydney Royal Fine Food Awards
2013 Alan Richard Awards - Best Innovation
2013 "Best New Business" Frankston & Mornington Peninsula Excellence in Business

Examples of how the medal artwork can be applied are included below.

RESEALABLE BAG

500 g e

Bega
SINCE 1899

FARMERS' TASTY GRATED CHEESE

GOLD Sydney Royal

PROUDLY AUSTRALIAN OWNED

CHAMPION Sydney Royal
2015 FINE FOOD SHOW

CHILLI JELLY
by Jewels
130g

We are the CHAMPIONS!

by Gelatissimo | Mar 19, 2018 | Blog |



Winners are indeed grinners, because we're smiling from ear to ear! 😊

Each one of our flavours, which are Made Fresh in-store with No Artificial Colours and No Artificial Flavours, are winners in our eyes...but official recognition is always welcome 🏆 Last month, we attended the 2018 SYDNEY ROYAL CHEESE & DAIRY SHOW and had some flavours bring home awards. Treat yo'self to the following list of award-winning flavours – which flavour haven't you tried yet?



Mango – Champion and Gold

Our pride and joy – a sorbet made with fresh mangoes, making it Summer-in-a-cup!

Raspberry – Silver

Our 2017 Champion Sorbet – the perfect berry freshness with a flavour and colour that speaks for itself!

Endless Summer – Silver

A creamy mango gelato PACKED with crunchy white chocolate and coconut pieces.

Melonberry – Bronze

A thirst-quenching vegan-friendly sorbet – pure watermelon water combined with the natural sweetness of

Source: www.gelatissimo.com.au

Remember: The award must show the year of win if on product packaging, no more than three years old and if not affixed to a product such as in an advertisement/flyer/website no more than five years old.

Examples of using the Sydney Royal medal that ARE NOT PERMITTED



This medal does not show the year the medal was won.



This medal is using a similar style as the Sydney Royal branding, which is trademarked. Looking like a medal is misleading to your customers.



These medals use the words Sydney Royal Wine Show, however do not use the medals and the style guide provided by the Royal Agricultural Society of NSW and therefore are not permitted.



This label has the incorrect name of the competition and unproven claim of top score, which is misleading to your customers. The Sydney Royal Wine, Dairy, Beer & Cider and Fine Food Shows are separate to the Sydney Royal Easter Show.



Changing the colour of the medal artwork is not permitted. In this case the medal is bronze in colour, but in fact says Silver.

iii) Marketing

Sydney Royal awards are distinctive and by labelling your packaging with the Sydney Royal Wine, Chocolate, Beer & Cider, Dairy Honey and Fine Food Show awards, you have taken the first step in marketing your Sydney Royal win to consumers. Its presence on your food and wine packaging will help convince consumers of all ages to select your product. Once this first step has been taken, you will need to look at other ways to effectively communicate your win and the excellence it represents. Some steps to consider include:

Know your customer. Take an honest look at who your customers or potential customers are, what motivates their buying behaviour and how to communicate with them. Methods of finding out some of this information could include some simple market research. Survey a number of people from different age groups, backgrounds and income levels which can assist to determine who is most likely to purchase your product/engage with your business, how important the medal win is to them and how best to communicate this win to them.

Suggestions for market research questions could include but not limited to:

- o Who are they i.e. age, demographic, income level?
- o Where do they shop?
- o What motivates their choice i.e. price, packaging, branding?
- o What advertising mediums are they most likely to take notice of i.e. television, in-store point of sale, print or online advertising?
- o If they purchase your competitor's product, why do they and would they be more likely to swap to your product if they knew you had won an award over the others?

Know your competitor: Keep an eye on how your competitors are competing in the marketplace and how they communicate their messages on their packaging and advertising. This information can guide you how best to compete and how your award win is likely to give you a competitive advantage over them.

Know your distributor: Look at who your key retailers and distributors are and how they value your product/business. Talk to them about possibly working together to use the award win to increase sales and benefit both of you. It might be worthwhile to tap into opportunities provided by distributors, including collaborative advertising, point of sale displays and on-shelf signage.

Develop your marketing plan. When developing a marketing plan consider your budget, you may decide to produce posters, shelf signs or flyers for in store marketing, or you might wish to develop a social media account to help promote your business and products.

iv) The Media

Use the media to sell your success. The media can sometimes help share the story of your Sydney Royal win with consumers and promote your produce. Journalists are always looking for news and are generally looking for stories that may be relevant to the audience, timely, quirky or unusual to readers.

Consider these factors when selling your Sydney Royal success to the media:

- o Your win might be considered a good story by your local newspaper or radio station because you are based in the audience's geographical area.
- o The fact that your award was announced recently might appeal to metropolitan journalists' ongoing search for timely news.
- o Reporters may also be interested in any quirky story behind your success. Are you a first time entrant who has scooped the pool or did your win break a record?

Writing a media release

To effectively communicate your story, you may draft a media release focused on your best media angle. A media release should sell your story, considering the news factors. The golden rule to writing a media release is remembering to include the following elements: who, what, where, when, how and why.

It is also important to remember that your headline and first paragraph will often determine whether your release is followed up by a journalist. The essential element is getting straight to the point and keeping it short and sweet.

Example 1

An 18-year-old apprentice chef has made a surprise upset at this year's Sydney Royal Professional Bakery Competition by taking out four gold medals.

Example 2

In its first year at the Sydney Royal Cheese and Dairy Produce Show, Example Gelato has turned heads by winning five gold medals, four silver medals and the Champion Gelato award.

Remember, the media is interested in more than a champion win. They are interested in the story behind the success – a story you need to provide them in order to attract media interest and secure coverage.

For example:

Big River Milk employing 18 people in Grafton and on the Coffs Coast offers its products through Coles, IGA small independent stores and cafes from Tweed Heads to Urunga.

Local Farm Fresh Pty Ltd director Peter Watt said the award winning dairy products came despite unfavourable conditions to start 2018.

"The start of the summer this year was very slow with the rain not coming till much later than normal and there were a number of very hot days, which has an effect on the quantity and content of the milk the girls give us," Mr Watt said.

"Once it came though, the grass growth has been exceptional, and we are now enjoying some fantastic conditions."

"It is a credit to our team that even though the conditions were not ideal we can still produce a high quality and consistent product, this is the fourth year that we have won medals and the first time we have had a result for each and every product entered,"

Big River Milk is the only milk that is single farm sourced and bottle on farm in the Northern Rivers. - The Coffs Coast Advocate, February 2018

Targeting the Media

When writing a media release, draft a list of journalists and by what media type.

It might be of assistance to make a list of the key radio, TV and newspaper media outlets in your local area and find out the appropriate contact at each. This is usually the News Editor, unless there is a specialist journalist from your industry for that publication/network. Be conscious of deadlines for your target media and keep in mind the peak times for news preparations. For example, if your material arrives just before deadline, the newspaper or program may be full.

On the following page is a sample of a media release template that can assist to share your story within your community and spread the word about your award winning produce. Please ask your Competition Coordinator for an up-to-date template relating directly to the recent Show that you competed in.

TITLE [COMPANY NAME] wins at the Sydney Royal Fine Food Show

[COMPANY NAME] of [TOWN] has been announced as a medal winner at the 2018 Sydney Royal Fine Food Show, a national competition discovering Australia's best fine food producers.

[COMPANY NAME] won [MEDAL/S] for its product [PRODUCT NAME].

[COMPANY NAME]'s win places its product as a leader within the fine food industry. Lyndey Milan OAM, Chair, Sydney Royal Fine Food Show said all winners were selected by a judging panel of industry specialists, who aim to select the best in Australia while nurturing the growth of producers nationally.

"Sydney Royal is committed to fostering a competitive space that assesses, promotes and rewards Australian produce across a large number of categories, and this year's show was no exception," she said.

"We've seen companies benefit considerably from winning a Sydney Royal medal, which provides multiple marketing opportunities to leverage success both local and internationally. I encourage all Australians to look out for Sydney Royal medals and support these great Australian producers and their fantastic products," Ms Milan said.

[QUOTE FROM COMPANY SPOKESPERSON]

Sydney Royal hosts an extensive array of competitions each year, shining a light on Australia's greatest and most deserving producers.

Hosted by the Royal Agricultural Society of NSW, the competition aims to promote Excellence in Agriculture amongst all industry stakeholders.

Here are some general advice tips:

Newspaper

Daily newspapers will put their news together between midday until the evening, with most of the news gathering completed by about 5pm. While it can never be guaranteed, it's best to send your media release early that morning. Check out the deadlines for weekly, bi-weekly and other publications which all have varying deadlines. Try to ensure they receive your media release with plenty of time to follow up with you if they want more information or wish to organise photographs of you and your award-winning Exhibit.

Television

Generally morning to early afternoon is the best time for TV interviews. Media releases should therefore be sent the evening before or early that morning.

Radio

Radio news bulletins occur on the hour (usually from 6.00am until 6.00pm), so timelines are less critical. However keep in mind special news reports that may go to air at certain times, e.g. local news at regional radio stations.

Sending the release

Email is usually the method of communication for each media outlet. In some cases the front office receptionist may be able to provide you with these details or speak to someone in the news department. If you are going to phone the media, don't hound them and ensure you don't call them during their peak times, e.g. five minutes before the hour for a radio journalist or on deadline for a newspaper.

Images and Product Samples

Sending clear, eye catching, high-resolution electronic images or transparencies to newspapers alongside your release may help achieve stronger coverage. You might like to include images featuring the award on the Exhibit. When sending product samples, ensure the package is clearly marked to the intended recipient and try presenting it in an interesting and unique way for example, by including tasting notes or recipes. Ensure the product is appropriately packaged so it is not spoiled or broken on arrival.

v) Social Media

The world of social media is going from strength to strength and engaging with your consumers and the public could potentially benefit your business. A Facebook page, a Twitter account or a You Tube channel, used effectively can promote your products and allow you to connect with a new range of customers.

Top tips for engaging in social media:

- o Keep it regular –an account with no activity isn't recommended
- o Keep it simple – short, sharp and fun posts are best and include photos where possible
- o Engage with others around you – tweet to the RAS account during judging times, engage with your distributors and your consumers
- o Size doesn't matter – it's not how many followers you have, but rather the quality
- o Remain authentic – get behind the marketing spin and show off a bit of your personality and what's happening behind the medal wins

We encourage all Exhibitors to follow us as we tweet and post comments and photos pre, during and post judging. Listed below are details specific to our accounts:

Facebook: <https://www.facebook.com/RASofNSW/>

Instagram: https://www.instagram.com/ras_nsw/

Twitter: https://twitter.com/RAS_NSW/

Hashtags: #sydneyroyal #RASNSW

Before diving into social media, do your research and consider the best approach for your company.

6. EXHIBITOR TESTIMONIALS

Gold Coast Marine Aquaculture

“GCMA have been entering the Aquaculture competition since its inception in 2001. It is the best way to benchmark your product against your fellow farmers and have it judged in a way that gives you more details about your product than you even knew yourself.

2018 saw GCMA awarded its 8th Championship but is extremely significant as had been won with product from our northern farm as our southern farm was empty. It confirms that our farming techniques harvesting methods and processing protocols are all the same for both farms. The winning logo and medal will be included on our boxes as we have done each year.”

Pialligo Estate

“We entered when we started Pialligo Estate in 2013 to benchmark ourselves against Australia’s best producers. We’ve continued to enter every year.

The medal is a measure of consistency and validation of all the hard work of our team. We just began to export accreditation, so we are now sending our products to Singapore, which is very exciting. We promote our wins prominently on all of our packaging, website and our marketing collateral.”

Stable Bread & Necessities

“I entered because I wanted to support the RAS and the work it does. It was also an important personal challenge for me - I entered last year and won silver and bronze. I knew I could win gold with enough focus. I’m deeply honoured to have been awarded the gold and the Champion award. It’s not about using it for marketing - it’s about knowing that my bread is good enough, as bakers we constantly push for perfection that never comes. The medals be on the wall and window in the bakery and on my Facebook page.”

BeanRoasters

“Winning Gold in the Sydney Royal Fine Food Show is so special to us because each year there are only a handful of respected coffee product competitions are held to find and celebrate Australia’s finest coffees and coffee roasters. Few, if any, of them are as tough as the Sydney Royal Fine Food Show.

In the heart of a renowned coffee-driven city, a panel of over 20 expert industry judges convenes to assess roasted coffee products from across Australia. With all product identities kept secret, the judges can use only their senses to discover the absolute best of Australian roasting.

In 2018, in a field of 343 entries, BeanRoasters’ Colombia Castillo product was named Champion Latte product. It also gained a rare Gold medal with a combined tasting score of 90.33 points. In addition to this, BeanRoasters picked up quite a collection of Silver and Bronze medals reflecting an overall very high standard of products.”

GFB Fisheries

“Winning a Championship means a lot to GFB Fisheries. The company is focused on always producing a sustainable, consistently high quality product for the Australian consumers. It is a great achievement to gain recognition for this. GFB fisheries have been entering the Fine Food Show for at least the past 5 years. It is a useful tool to benchmark our products against many of the other producers in the industry and receive feedback on our product.”

Tathra Oysters

“Tathra Oysters is a family business where we all pretty much eat, breathe and sleep oysters for the duration of the oyster season. This level of devotion means we make a lot of sacrifices for the love of what we do. We enter because this competition is considered the pinnacle in the Australian food industry. Success at Sydney Royal opens doors. To have received a Championship award is a lovely testament that this dedication has been worthwhile. “

“Sydney Royal Medal artwork is, in my opinion, the most recognised and most highly regarded food medal artwork that is seen by consumers in Australia today. To have the privilege to place these labels on our product elevates the customers’ perception.”

DISCLAIMER: The information contained in this publication is gathered for the purpose of providing information to our Exhibitors and Show patrons. The information is a compilation of information provided by third parties and the RAS does not warrant its accuracy and advises that any such information may be subject to change or amendment occurring at any time and thereby making the information incorrect. Subject to the RAS’ legal obligations and responsibilities. If you require confirmation of any information please telephone the RAS coordinator responsible for the particular information or the RAS switchboard on (02) 9704 1111.