



Media Release

Friday 8 July 2011

Hmmm...what's better than Bacon & Ham?

A competition to find the very best of both!

Kiwis love New Zealand grown bacon and ham, and following demand from consumers and pork producers, the 100% New Zealand Ham Competition has been introduced to run alongside the 100% New Zealand Bacon Competition, now in its fourth year.

Sam McIvor, New Zealand Pork Chief Executive, says the competition reflects the growing consumer demand for New Zealand grown product and gives butchers and retailers the opportunity to showcase the best of the best.

"With entries flooding in from across the country, the quality of entries just keeps getting better. The judges certainly have their jobs cut out for them," says Sam McIvor.

An eminent panel of judges includes Anita Sarginson, National President of New Zealand Chefs Association, David Burton, restaurant critic and author of *David Burton's New Zealand Food & Cookery*, and food writers, Jan Bilton and Graham Hawkes.

On competition day, judges will assess the entries based on criteria including; taste, aroma, texture and appearance to distinguish the winning bacons and hams within each category and ultimately the Supreme Bacon and Supreme Ham of the Year.

The **100% NZ Bacon Competition** has five categories: Middle, Dry Cured Middle, Shoulder, Streaky, Middle Eye.

The **100% NZ Ham Competition** has two categories: Bone-In-Ham and Boneless Ham.

The 100% New Zealand Bacon + Ham Competition will be held on Friday 29 July 2011.

For Competition information visit www.pork.co.nz or 0800 NZPORK (0800 697 675)

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