

# BEEF + LAMB

## NEW ZEALAND

17 APRIL 2018

FOR IMMEDIATE RELEASE

### BEEF + LAMB ADVERTISE FOR STEAK TASTER

Just Like A Good Steak, This Opportunity Is Rare. Checkout the job advert [HERE](#).

Beef + Lamb New Zealand Inc. are looking for the Ultimate Steak Connoisseur to help determine New Zealand's tastiest steak. Forming part of the judging panel for the 2018 PGG Wrightson Steak of Origin Grand Final competition at Mystery Creek on Wednesday 13 June, the successful candidate will need to display an unrivalled passion for steak to claim this coveted role.

Prospective applicants are asked to submit 50 words on why they are New Zealand's Ultimate Steak Connoisseur and describe how they like their steak cooked. Alternatively, they can submit a video no longer than one minute long covering the same two topics. All applications should be sent to [imogen@beeflambnz.co.nz](mailto:imogen@beeflambnz.co.nz). Further information on the role can be found at [recipes.co.nz](http://recipes.co.nz) or the [Beef + Lamb New Zealand Facebook](#) page.

Competition stalwart, Graham Hawkes will be presiding over proceedings as Head Judge on the day. His stature in the New Zealand's culinary world is second to none, owner and Executive Chef of the renowned Paddington Arms in Invercargill he is also President of the New Zealand Chefs Association.

"Let's be clear, the PGG Wrightson Steak of Origin competition is the pinnacle for any beef producer. It is the Oscars for steaks and sets the benchmark for quality produce, helping guide chefs on where their ingredients come from.

"The PGG Wrightson Steak of Origin committee felt that a good quality steak is as Kiwi as cricket on the beach at Christmas, so we wanted to comb the nation to find New Zealand's Ultimate Steak Connoisseur. We do not expect the candidate to be a chef, or come from a culinary background, we simply want to see passion for tender, succulent steak. The successful candidate will be someone who's application stands out from the herd. Kiwi steaks are no ordinary steaks, so we don't want an ordinary judge."

The selected taster will be expected to judge the steaks based on; aroma, taste/flavour, tenderness, juiciness and texture and will be joining some of New Zealand's top chefs on the panel including: Andrew Clarke, Victoria Street Bistro, Hamilton; Mat McLean, Palate Restaurant, Hamilton and Harry Williams, Alpha Street Kitchen, Cambridge – with all four current or former Beef + Lamb Ambassador Chefs.

Please see below for the full job description.

--ENDS--

**For more information, please contact:**

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### **Job description:**

Beef + Lamb New Zealand Inc. are looking for the Ultimate Steak Connoisseur to help determine New Zealand's tastiest steak. Just like a good steak, this opportunity is rare.

The successful candidate will be joining some of New Zealand's top chefs on the panel for the final round of judging at the 2018 PGG Wrightson Steak of Origin competition.

The panel of five judges will be tasting seven steaks to decide the PGG Wrightson Steak of Origin 2018 Grand Champion. The successful candidate will be expected to judge the steaks based on: aroma, taste/flavour, tenderness, juiciness and texture.

This is an unpaid role, the successful candidate will be required for one day, Wednesday 13 June for the judging. They will need to be able to make their own way to Mystery Creek Fieldays in Hamilton for the judging day on Wednesday 13 June – reasonable expenses will be paid.

### **About the candidate:**

The successful candidate for this role will be the Ultimate Steak Connoisseur who has a true passion for all things steak, food and cooking.

Culinary experience is not required for this role, just an obsession and hunger for succulent steak.

The candidate must be a New Zealand resident and 18-years-old or over.

### **Application process:**

If you think this job is for you, tell us in 50 words why you are New Zealand's Ultimate Steak Connoisseur and let us know how you like your steak cooked.

Or, alternatively send us a video no longer than one minute on why you are New Zealand's Ultimate Steak Connoisseur adding in how you like your steak cooked.

The successful candidate will be someone whose application stands out from the herd. Kiwi steaks are no ordinary steaks, so we don't want an ordinary judge.

Applications close at 5pm on Friday 4 May – please attach your CV or include a brief biography on your background and any other information you think will be relevant to the role. Applications are to be sent to [imogen@beeflambnz.co.nz](mailto:imogen@beeflambnz.co.nz).

### **Background:**

The PGG Wrightson Steak of Origin is the prestigious award for New Zealand's most tender and tasty sirloin steak and the competition shines a light on the country's beef farmers. It acknowledges the high quality of beef in New Zealand is down to their fine-tuned farming activities – highlighting the paddock to plate link that New Zealanders are really interested in.

The PGG Wrightson Steak of Origin competition is open to all New Zealand beef farmers, retailers, wholesalers and foodservice suppliers.

The successful candidate will sit on the judging panel for the final round of judging and will help decide the 2018 Grand Champion from five farmer classes and two brand classes,

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these include; Best of Breed – European: Best of Breed – British: Angus; Best of Breed – British: Hereford; Best of Breed – British: Other; Best of Breed – Crossbreed & Other as well as two retailer classes, Best of Brand – Retail and Best of Brand – Wholesale & Foodservice.

The semi-finalists will have been determined by Carne Technologies (based in Hamilton) who will, ahead of the judging, analyse steaks based on tenderness, percentage cooking loss in weight, marbling, colour, water binding capacity and pH levels.

All semi-final steaks will then be judged by a panel of New Zealand's top chefs to determine the class placings and decide the top entry in each class to progress to the final.

The successful candidate will be expected to judge the final steaks based on; aroma, taste/flavour, tenderness, juiciness and texture.

The judging is being held on Wednesday 13 June at Fieldays, Mystery Creek. Winners will be announced later that day.

### Terms & Conditions:

#### How to enter:

1. Applications close at 5pm on Friday 4 May 2018.
2. Applications are to be made either via email or post and must include all required information to be considered.
3. Email applications to be sent to [imogen@beeflambnz.co.nz](mailto:imogen@beeflambnz.co.nz) with the subject 'Ultimate Steak Connoisseur'
4. Or postal entries to be sent to:  
Ultimate Steak Connoisseur  
Beef + Lamb NZ Inc  
Air New Zealand Building  
74 Taharoto Road Smales Farm Park  
Takapuna  
Auckland 0622
5. Applicants must be New Zealand residents or permanent citizens

### Application T&Cs

#### ENTRY

1. Entry for the 'Ultimate Steak Connoisseur' role is deemed to be acceptance of the Terms and Conditions.
2. The Promotion is open to New Zealand Residents only.
3. Beef + Lamb New Zealand Inc. reserves the right to exclude any person from participating in the 'Ultimate Steak Connoisseur' role on reasonable grounds.
4. Beef + Lamb New Zealand Inc. reserves the right to reject any entrant who Beef + Lamb New Zealand Inc. decides (in its sole discretion) has violated the Terms and Conditions, gained unfair advantage in participating in the application or has used fraudulent means.

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5. By participating, entrants grant Beef + Lamb New Zealand Inc. exclusive permission to use their names and likeness in connection with the promotion and for future promotion and marketing purposes and waive any claims to royalty, right or remuneration for such use.
6. Personal information provided at the time of entry is presumed to be true and active, through to and beyond, the date of the role's completion.