



New Zealand  
**PORK**

## Media Release

4 August 2011

### **100% New Zealand Bacon Competition Winners Announced** *Christchurch Butchery Crowned Supreme Winner*

New Zealand's best bacon has been revealed following the 100% New Zealand Bacon Competition. The competition celebrates the best-of-the-best of New Zealand bacon, made from 100% New Zealand pork, PigCare Accredited.

The Cabernet Foods Ltd 100% New Zealand Bacon of the Year winner is Corey Winder of Ashby's Butchery in Christchurch, who took home the Supreme award for his gold-winning Dry Cured Middle Bacon, and also scooped up gold in the Middle Bacon category.

"I still can't believe we won two gold medals. To be honest, it's just the boost we needed. After the Christchurch earthquake, we lost customers, including a number of restaurants. Hopefully winning these awards will remind people that we're still here, creating traditional, quality, New Zealand grown product," says Corey Winder.

The winning bacon was described by the judges as having all the attributes required of great bacon, with a fantastic balance of curing and delicate smoke.

Celebrating its fourth year, the 100% New Zealand Bacon Competition saw 152 entries from 62 businesses around the country. The competition features five categories including Middle, Shoulder, Streaky, Middle Eye and Dry Cured Middle.

On competition day, the panel of judges assessed entries, uncooked and cooked, based on a set of criteria including saltiness, sweetness, aroma, texture, appearance, aftertaste and overall good taste.

Thirty two judges tasted 152 different bacons from around New Zealand. The judging panel was headed up by the President of the National Chef's Association and renowned chef Anita Sarginson, Kiwi food writers Jan Bilton and Mary Taylor, restaurant critic and author of *David Burton's New Zealand Food & Cookery* David Burton, chef and food writer Graham Hawkes, and bacon expert Jason Cunningham.

"It was very pleasing to see such a wide range of New Zealand pork being so well crafted into great bacon this year, scrutiny from all of our judges was very high and only stand-out products made it through to the medal cook off process. The medal winners should be very proud of this accolade as their product sings the highest quality," says Anita Sarginson.

The gold medalists from each category competed against each other in a grand final 'cook off' to determine the Supreme Bacon of the Year for 2011.

Other gold medal winners include: Chris Brown of Ellesmere Butchery, Leeston, Christchurch for Streaky Bacon; Brydon Heller of Hellers Ltd, Kaiapoi, Christchurch for Middle Eye Bacon; and Brian Jennings of Redcliffs Butchery, Redcliffs, Christchurch for Shoulder Bacon.

The 100% Bacon Competition was founded in 2008 to celebrate New Zealand's best bacon and to help consumers identify local New Zealand bacon from imported product. The competition is only open to New Zealand butchers who make bacon from 100% New Zealand pork, PigCare Accredited.

Recent research undertaken by New Zealand Pork found that only 36 percent of consumers know where the pork they buy comes from. Each week more than 700,000 kilograms of imported pork enters New Zealand most of it made into bacon and ham – this is the equivalent weight of 224 Boeing 747's.

With the average Kiwi consuming 8.5 kilograms of imported bacon, ham and pork every year, consumers should look for the 100% New Zealand Pork or Bacon rosette label or the Gold, Silver and Bronze award labels on-pack to ensure they are choosing local New Zealand bacon.

## **Winners by category:**

Cabernet Foods Ltd 100% New Zealand Bacon of the Year winner  
Corey Winder of Ashby's Butchery, Wigram, Christchurch

NZ Industry Training Organisation (NZITO) NZ 100% Middle Bacon of the Year  
Gold – Corey Winder of Ashby's Butchery, Wigram, Christchurch  
Silver – Brydon Heller of Hellers Ltd, Kaiapoi, Christchurch  
Bronze – Andrew Preston of Preston's Master Butchers, Wellington

Multivac New Zealand 100% NZ Shoulder Bacon of the Year  
Gold – Brian Jennings of Redcliffs Butchery, Redcliffs, Christchurch  
Joint Silver – Brydon Heller of Hellers Ltd, Kaiapoi, Christchurch  
Joint Silver – Jonathan Connolly of Angus Meats, Sockburn, Christchurch  
Bronze – Jarred Luty of Harrington's Small Goods Ltd, Miramar, Wellington

Kerry New Zealand 100% NZ Streaky Bacon of the Year  
Gold – Chris Brown of Ellesmere Butchery, Leeston, Christchurch  
Joint Silver – Mike van der Hoeven of Magills Butchery Ltd, Te Awamutu  
Joint Silver – Lucia Rodriguez of Grey Lynn Butchers, Grey Lynn, Auckland  
Joint Bronze – Ragupathy Nadason of Sam's Butchery, Kelston, Auckland  
Joint Bronze – David Crosbie of Franklin Country Meats, Pukekohe, Auckland  
Joint Bronze – Steve Holyer of NZ Farm Co., Browns Bay, Auckland

Apple Tree Farms 100% NZ Middle Eye Bacon of the Year  
Gold – Brydon Heller of Hellers Ltd, Kaiapoi, Christchurch  
Silver – John Borcovsky of Murchison Meats, Murchinson, Nelson  
Bronze – Chris Timbs of Peter Timbs Meats, St Albans, Christchurch

Cabernet Foods Ltd 100% NZ Dry Cured Middle Bacon of the Year  
Gold – Corey Winder of Ashby's Butchery, Wigram, Christchurch  
Silver – Lucia Rodriguez of Grey Lynn Butchers, Grey Lynn, Auckland  
Bronze – Brian Jennings of Redcliffs Butchery, Redcliffs, Christchurch

## **ENDS**

**For further information or interviews with the 100% New Zealand Bacon Competition judges or winners, please contact:**

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## **Notes for editors'**

### **About PigCare Accredited**

PigCare is the New Zealand pork industry's independent welfare accreditation programme developed by animal welfare experts and managed byASUREQuality. The audit underpins NZPork's 100% NZ Pork, Bacon, and Ham labelling. Commercial pig farms are audited annually, and only products from PigCare accredited farms can carry the 100% New Zealand pork suite of labels. NZPork developed the PigCare audit from the on-farm welfare validation tool developed by Massey University. The tool was developed with the support of MAF and in conjunction with veterinarians and the RNZSPCA.

### **About 100% New Zealand Pork Label**

The 100% New Zealand Pork, PigCare Accredited logo guarantee's consumers are purchasing only pork that has been raised in New Zealand. Meat retailers are audited to prove only 100% New Zealand pork is being used when these labels are used on-pack. Only 100% New Zealand pork is guaranteed to be:

- From pigs born and raised on New Zealand farms
- Produced according to New Zealand's Animal Welfare (Pigs) Code of Welfare 2010
- Compliant with New Zealand's stringent food safety standards

For a full list of all entrants and contact details for this year's winner's visit: [www.pork.co.nz](http://www.pork.co.nz)

For further information on the 100% Bacon Competition categories visit:  
<http://www.pork.co.nz/AboutPork/100NZBacon.aspx>