



You're invited...

**THE 23RD ANNUAL BEEF AND LAMB
EXCELLENCE AWARDS**



*An award
you can taste.*

We would love to invite you to join us on our journey towards creating and celebrating the best beef and lamb cuisine in the country. In turn, we want to support you by pointing New Zealanders to your restaurant in order to discover it.

As New Zealand's longest running culinary awards, the Beef and Lamb Excellence Awards acknowledge the skills, expertise and talent of our greatest chefs.

The gold plate is our promise to your customers that they can expect cutting edge, innovative and top quality New Zealand beef and lamb dishes everytime they dine at your restaurant.

So if you want to join forces with us as we help to set the scene for innovation and excellence within the food service industry, complete the entry form enclosed and get ready to impress our trained restaurant assessors.

We look forward to having you
and your team on board.

BROUGHT TO YOU BY

BEEF + LAMB
NEW ZEALAND

The Benefits

WHY SHOULD YOU APPLY?

New Zealand is renowned for its world-class beef and lamb by Kiwis and visitors alike. Our intention is to further extend our remarkable New Zealand story by acknowledging the great work our chefs do to contribute to this, by directing them to your restaurant to experience innovative meals that will inspire and excite.

The Beef and Lamb Excellence Awards aren't about your restaurant being ranked against your culinary peers, instead they result in you being grouped among leaders in the food service industry. We invite you to join us as we help to shape New Zealand's unique food story.

AS A 2019 AWARD HOLDER YOU WILL RECEIVE:

- A gold-rimmed Beef and Lamb Excellence Award plate to display in your restaurant, well recognised by both foodies and media;
- Publicity via the announcement of the 2019 Beef and Lamb Excellence Awards and at other opportunities throughout the year;
- Feature on nzexcellenceawards.co.nz and various Beef + Lamb New Zealand social media platforms. This is supported by an online advertising campaign;
- Regular communication from Beef + Lamb New Zealand, and via the 2019 Ambassador Chefs, on the latest news, trends and ideas relevant to using New Zealand beef and lamb;
- Opportunities to take part in wider marketing initiatives put in place by Beef + Lamb New Zealand such as National Lamb Day;
- Opportunity to network and liaise with the red meat sector via Beef + Lamb New Zealand;
- Individualised support from Beef + Lamb New Zealand where requested.

FOLLOW US ON SOCIAL MEDIA



@beeflambnz



@nzexcellenceawards



@nzbeeflamb

Assessment Process

KEY DATES

23 JULY - 24 AUGUST 2018

Applications are open

25 AUGUST - 30 NOVEMBER 2018

Restaurant assessment period

DECEMBER 2018

2019 Excellence Awards and
Ambassador Chefs announced

WHO WILL ASSESS MY DISHES?

We have a pool of over eighty restaurant assessors throughout the country who we have carefully selected for their culinary training and knowledge within the industry. Each restaurant assessor and their dining partner are there to carefully critique the beef and lamb dishes and provide written feedback and comments to us so that we can pass this on to you.

Most restaurants are anonymously visited twice and sometimes three times by different restaurant assessors, which gives us a clear indication of the consistency of the beef and lamb dishes you are serving, allowing us to provide comprehensive feedback to you whether or not the desired standard is reached.

WHAT ARE YOU ASSESSED ON?

The Beef and Lamb Excellence Awards are about a standard of beef and lamb cookery which is relevant to your style of restaurant and is not measured against other restaurants. Over the years we have seen the style of dining in New Zealand change and we know that along with fine dining, the casual dining scene of shared plates and tasting menus has become very popular. So whatever style of menu you have if it features New Zealand beef and/or lamb, then let us know so the appropriate assessment can be undertaken.

THE ASSESORS WILL BE ASSESSING FOUR KEY AREAS:

PRESENTATION AND COMPOSITION

Including the balance of colour, texture and portion size:

TASTE

Including seasoning and flavour harmony:

PREPARATION AND COOKING

Including degree of cooking, tenderness, trimming, serving temperature and carving (if appropriate for the cut):

OVERALL APPEAL

Including creativity, flair and the execution of all dish components.

FOR FURTHER GUIDELINES AND FAQs VISIT

nzexcellenceawards.co.nz

The fine print

THE COST

The cost is \$195 including GST. The cost of entering is recouped by the two to four covers taken when our assessors visit your restaurant, see below. For the cost of entry you will receive:

- A minimum of two to four covers (where possible, our assessors will dine at your restaurant twice, each time with a dining partner). Whilst they are assessing the beef and lamb dishes, they will be ordering as if they are regular customers ie entrée, main, dessert and refreshments. The cost of this is covered by Beef + Lamb New Zealand Inc.
- A detailed letter with a summary of the trained restaurant assessors' comments relating to each dish;
- If successful, a gold rimmed Award plate to display in your restaurant;
- Additional opportunities as highlighted on the benefits page.

WHO CAN ENTER?

Any establishment open to the general public serving New Zealand beef and lamb dishes, can apply for the 2019 Beef and Lamb Excellence Awards.

ENTRY CONDITIONS

- At least one New Zealand beef or one New Zealand lamb dish must be on the dinner menu at all times during the assessment period (or lunch, if not open for dinner);
- Beef and lamb dishes may be altered at any time throughout the year; the Beef and Lamb Excellence Awards acknowledge an ability to maintain a high standard of New Zealand beef and lamb cuisine, rather than the merits of one specific dish;
- Notification must be given to Beef + Lamb New Zealand Inc should the chef leave the restaurant, to allow dishes to be reassessed at no further fee;
- Beef + Lamb New Zealand Inc retain the right to remove any Award should the Beef and Lamb Excellence Awards standard not be maintained or if the chef leaves and notification is not given.

FOR MORE INFO OR TO APPLY ONLINE:

Visit nzexcellenceawards.co.nz or contact lisa@beeflambnz.co.nz

PO Box 33648, Takapuna, North Shore City 0740, Auckland

Telephone: 09 489 7119

JOIN OUR AMBASSADORS

Each year, during the assessment process, we select five of the top performing chefs as our annual Ambassador Chefs, joining the ranks of those before them and our nine lifetime Platinum Ambassador Chefs.

Our 2019 Ambassador Chefs will become the faces of Beef + Lamb New Zealand within the food service sector and will be responsible for driving innovation and creativity using New Zealand beef and lamb, nationwide.

These talented five will also be involved in a number of events and communications initiated by Beef + Lamb New Zealand, and the 2019 Excellence Award holders will have exclusive access to them.

MEET OUR PLATINUM AMBASSADORS.

COULD YOU BE NEXT?

