

THE GREAT NEW ZEALAND



SAUSAGE

COMPETITION

- 2023 -



**2023 COMPETITION REPORT**





# caspak

Here's to all the great tasting sausages and congratulations to all the winners at the **2023 Great New Zealand Sausage Competition.**



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## 2023 COMPETITION OVERVIEW

The Great New Zealand Sausage Competition has been running since 1994, providing an opportunity for sausage makers to gain publicity based on the quality of their product. In 2023 we received 646 entries from 114 retailers.

Entrants were required to send their products to the Retail Meat New Zealand office. The entries were repackaged and anonymously coded before being frozen (excluding the Continental Ready-To-Eat category products which were vacuum packed and refrigerated) in preparation for the category judging days, which took place over six days in Auckland. The judging panel was made up of a combination of current and retired butchers, chefs and food writers, with a total of 33 judges.

During the category judging, each entry was judged by a panel of three judges which was made up of one technical expert (the butcher), and two aesthetic judges (either chefs, food writers and/or foodies with judging experience). This ensured each entry was scrutinised from all angles starting with its raw state and onto its cooked presentation, texture, aroma, and flavour.

This year, the format the medals were awarded in the competition was changed. In previous years, only the top three scores per category were awarded gold, silver and bronze medals.

Starting from this year's competition, the top 5th percentile of scores per category were awarded Gold Medals, scores that fell between the next consecutive 5th percentile were awarded Silver Medals and products that fell within the following 5th percentile were awarded Bronze Medals.

Overall, this meant that more medals were awarded. By recognising the top performers in terms of percentiles, the competition emphasises excellence and maintains a high standard for the competition. It also meant that if no products score within those percentiles, corresponding medals will not be awarded.

The top-scoring product for each category was awarded the Gold Elite Category Winner. It was only these products that then moved through to Supreme Judging.

The Gold Elite Category-winning sausages were mystery shopped before the Supreme Award judging. A panel of six judges undertook the important role of judging the finalist products to determine the 2023 Supreme Award winner. From this supreme judging the top six sausages were then submitted into the People's Choice Award.

This year the People's Choice Award took place in September at Smales Farm. Members of the public were invited to taste the sausages and voted for their favourite.

All results were embargoed until the awards presentation - 'the Sausage Mixer Awards', on Tuesday 17 October. This event was attended by almost 300 people including entrants, sponsors, and the wider industry.





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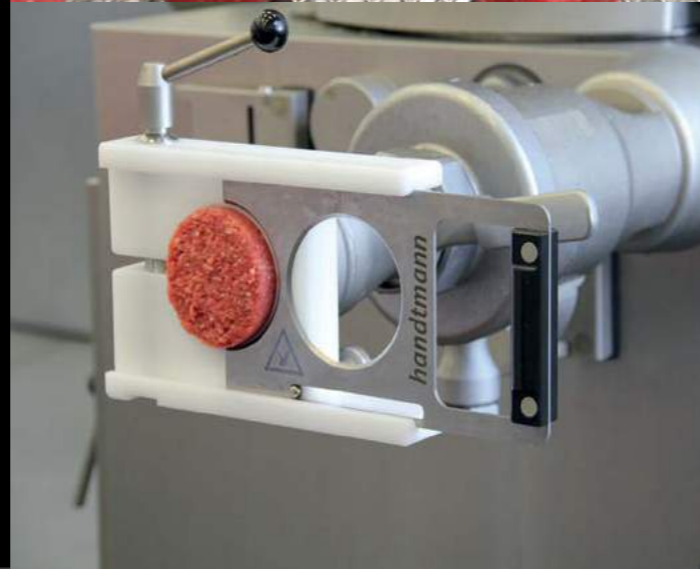
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## GENERAL COMMENTS

2023 was a milestone year for the competition. Most notably it achieved a record-breaking number of entries, with 646 products entered by 114 stores. This, in turn also saw a huge turnout for the Sausage Mixer Awards. It was incredible to see such excitement and support for the competition.

Once again, the Gourmet Beef category attracted the greatest number of entries with 75 sausages entered, while the Traditional category saw an increase in popularity with 65 entries. The mince categories also rose in popularity by 39% from 2022, with a total of 71 entries across the Burger Patty categories and the Meatball category. This year we removed the Flavoured Sausage category due to very low entries in 2022.

Sustainability is important to the competition. All products that were not used for category judging were donated to Good Works Trust Food Bank and Everybody Eats. The leftover products were given out in emergency food parcels and cooked up at Everybody Eats flagship restaurant in Auckland, a pay-as-you-feel dining concept that supports the community and reduces food waste.

Year after year, the judges remark that the standard of the products entered are continually improving. Quite often it is the aesthetic appearance and taste that differentiates a high-scoring product. Balance of flavours, appropriate seasoning and texture are important factors in making medal-winning products.

The Supreme Award judges had a tough time determining the 2023 Supreme Award winner, with judge Brian Everton commenting "Using a premium lamb product would have been key in creating this stand-out sausage."

Thank you for participating in the 2023 Great New Zealand Sausage Competition, it has been amazing to receive so much support and anticipation for New Zealand's best sausage. We look forward to receiving your entries in 2024.



## WASTE MANAGEMENT

This year we continued with our focus on waste management and minimisation. We identified waste types and adopted a strategy to use alternatives that produce less waste or can be recycled or reused at each stage of the competition.

Of the entries received, much of the packaging was recyclable including clear plastic and cardboard meat trays, chilltainers and soft plastics. These were all recycled where possible. Poly boxes have been recycled at select Mitre 10 Mega stores and re-purposed to be used again where possible.

Our recommendation for a more sustainable way to send entries would be to use the fully recyclable clear plastic meat trays (PET1) or newer cardboard meat trays, transported with gel ice packs in chilltainers.

All the gel ice packs were donated and circulated back into use and did not go to waste or landfill.

Ice cream containers (HDPE2) are used to store the sausages and these were sent for recycling.

Any left-over cooked and raw samples of the sausages used for judging were put in food waste bins for composting and the left-over sausages were donated to the Good Works Trust Food Bank and Everybody Eats.

Good Works Trust is a charitable trust committed to good works – on the North Shore of Auckland. Everybody Eats is a pay-as-you-feel dining concept aimed at supporting local communities and reducing food waste.

*“On behalf of the Good Works Trust Food Bank, we would like to congratulate all the entrants in the 2023 Great New Zealand Sausage Competition. We know the standard was exceptionally high, but whether you were a winner or not, we want you to know that your hard work wasn’t for nothing. All the sausages will be going into crisis and emergency food parcels which support the most vulnerable whanau on the North Shore. This donation is really significant and you are all champions in our eyes!”*

*Sophie Gray - Operations Manager,  
Good Works Trust Food Bank*

## ENTRIES RECEIVED

» IN 2023 THERE WERE 646 ENTRIES IN THE COMPETITION. THESE WERE SPREAD OVER THE 17 CATEGORIES AS FOLLOWS:

56 entries	-	Pact Packaging Beef
54 entries	-	Dunninghams Pork
13 entries	-	Pre-Cooked
18 entries	-	Heat n’ Eat
6 entries	-	Flexitarian or Meat-Free
59 entries	-	Continental Fresh
37 entries	-	Continental Ready-To-Eat
58 entries	-	Big Chill Flavours of the World
16 entries	-	Black Pudding/Rounds
65 entries	-	Caspak Traditional
75 entries	-	Kiwi Labels Gourmet Beef
53 entries	-	Multivac Handtmann Gourmet Pork
34 entries	-	Gourmet Varietal
29 entries	-	Gourmet Poultry
29 entries	-	Flavoured Burger Patties
23 entries	-	Classic Burger Patties
21 entries	-	Meatballs





## NEW MEDALLIST FORMAT

In previous years, only the top three scores per category were awarded medals; 1st (Gold), 2nd (Silver) and 3rd (Bronze). There were ties when products had the same score.

Starting from this year's competition, the top 5th percentile of scores per category were awarded Gold Medals, scores that fell between the next consecutive 5th percentile were awarded Silver Medals and products that scored within the following 5th percentile were awarded Bronze Medals.

The top-scoring product for each category was awarded the Gold Elite Category Winner. Only the Gold Elite Category Winners moved through to Supreme Judging.

Overall, this has meant that more medals have been awarded in the competition. However, if no products scored within those percentiles, the corresponding medals were not awarded.

The reasoning for percentile use can be seen in action in the Continental Fresh category – this year medals are awarded to those in the top 85th percentile – resulting in 12 medals overall – if we had given medals to anyone who got over 85% our medal count would have increased to 26! This way the competition is truly awarding the very top 15% of producers.

**1. Fair Comparison:** Percentiles allow for a fair comparison of entrants' performance relative to their peers. In contrast, using percentages would only reflect absolute scores, which might not account for

variations in the overall quality of entries from year to year.

**2. Accommodates Variability:** Percentiles accommodate fluctuations in the quality of entries from one competition to another. Percentages can result in inconsistencies because they don't adjust for these variations.

**3. Encourages Continuous Improvement:** Awarding medals based on percentiles motivates participants to continually improve their sausage quality. It creates a competitive environment where everyone strives to outperform their peers.

**4. Reduces Subjectivity:** Percentile-based awards are objective and data-driven, reducing the potential for bias or subjective judgment in medal allocation, which can be a concern with using fixed percentages.

**5. Flexibility:** Percentiles are adaptable to varying numbers of entrants. Whether there are many or few participants, percentiles provide a consistent and fair method for awarding medals.

**6. Emphasises Excellence:** By recognising the top performers in terms of percentiles, you emphasise excellence and set a high standard for the competition, which may not be as evident with fixed percentages.

**7. Maintains Prestige:** Medals awarded based on percentiles maintain their prestige, as they represent an achievement relative to the competition's field, making them more sought after and prestigious.

## 2023 WINNERS



2023 SUPREME AWARD WINNER  
**SAM'S BUTCHERY, SILVERDALE**  
Lamb Delight



2023 PEOPLE'S CHOICE AWARD WINNER  
**WESTMERE BUTCHERY**  
Wagyu Beef & Roasted Bell Pepper

“ Our team is ‘over the moon’ that our Lamb Delight sausage won the 2023 New Zealand Sausage Competition Supreme Award. It sits alongside the 2013 and 2018 New Zealand Bacon Supreme Awards we have also won.

The quality of the meat used has to be number one. We used NZ boneless lamb shoulder and leg as our meat. The ingredients of course are our secret – just like KFC is.

Sam's Butchery ”





# MEDALLISTS

## » GOLD ELITE CATEGORY WINNERS BY CATEGORY:

### **Pact Packaging Beef category:**

FreshChoice Merivale, Wagyu White Pepper

### **Dunninghams Pork category:**

Aussie Butcher New Lynn, Reuben's Traditional Pork Sausage  
Princes Street Butcher and Kitchen, Traditional Pork

### **Pre-Cooked category:**

Kiwi Fresh Meats, Chilli Cheese Griller

### **Heat n' Eat category:**

Pokeno Bacon, Smokey Chorizo and Cheese Frankfurter

### **Flexitarian OR Meat Free category:**

Mangawhai Meat Shop, Thai Pumpkin and Cashew Nut

### **Continental Fresh category:**

Aussie Butcher New Lynn, Captains Special Pork Bratwurst  
Westmere Butchery, Spanish Delight

### **Continental Ready-To-Eat category:**

Wild Game, New Caledonia Salami

### **Big Chill Flavours of the World category:**

Thomson's Butchery, San Choy Bow

### **Black Pudding/Rounds category:**

Pokeno Bacon, Johnny's Black Pudding

### **Caspak Traditional category:**

Sam's Butchery, Lamb Delight (Supreme Winner)

### **Kiwi Labels Gourmet Beef category:**

Westmere Butchery, Wagyu Beef and Roasted Bell Pepper (People's Choice Winner)

### **Multivac Handtmann Gourmet Pork category:**

FreshChoice Leeston, Memphis (Ring of Fire)

### **Gourmet Varietal category:**

Miller's Meats, The Stag

### **Gourmet Poultry category:**

FreshChoice Merivale, Chicken, Duck, Orange Marmalade

### **Flavoured Burger Patties category:**

Harris Farms Ltd, Lamb Herb 'n Manuka Burger

### **Classic Burger Patties category:**

Harris Farms Ltd, North Canterbury Beef Burgers

### **Meatballs category:**

Pokeno Bacon, Pork Scotch Rissoles



# MEDALLISTS CONTINUED

## » GOLD MEDALLISTS BY CATEGORY:

### **Pact Packaging Beef category:**

Four Square Martinborough, Beef Sausage  
Warkworth Butchery Traditional Beef

### **Dunninghams Pork category:**

Eastbourne Quality Meats Best Pork  
New World Te Rapa, Pure Pork

### **Continental Fresh category:**

Westmere Butchery, Italian Banderia

### **Continental Ready-To-Eat category:**

A Lady Butcher, Salami di Birra : New Zealand IPA Salami

### **Big Chill Flavours of the World category:**

Marbled Butchery Howick, Bandido  
New World Stanmore, Angus Beef Texan Chilli and Cheddar  
PAK'nSAVE Wairau Road, Boerewors

### **Caspak Traditional category:**

Fergbutcher, Irish Pork  
Hellers, London Pride  
Raeward Fresh Harewood, Pork Herb and Garlic

### **Kiwi Labels Gourmet Beef category:**

FreshChoice Nelson, Brisket Jalapeno and Cheese  
Homegrown Butcher, Deli and Pantry, Beef Brisket and Steak Butter  
Marbled Butcher Howick, Beef, Truffle and Mushroom Medley  
Westmere Butchery, Gourmet Beef and Mushroom

### **Multivac Handtmann Gourmet Pork category:**

Chop Online Meats, Pork, Leek and Bacon  
Warkworth Butchery, Pork, Parmesan and Truffle

### **Gourmet Varietal category:**

Mapari Meats, Venison Chorizo

### **Gourmet Poultry category:**

Westmere Butchery, Sweet Orange Jalapeno Chicken

### **Flavoured Burger Patties category:**

The Kiwi Butcher Shop, Pork & Mediterranean Candied Orange Burger Pattie

### **Classic Burger Patties category:**

Westmere Butchery, Gourmet Beef Burger



## MEDALLISTS CONTINUED

### » SILVER MEDALLISTS BY CATEGORY:

#### **Pact Packaging Beef category:**

M & M Master Butchers, Beef Sausage  
Mapari Meats, Wagyu Beef  
New World Te Rapa, Angus Beef

#### **Dunninghams Pork category:**

Pams, Pams Classic Pork Sausage  
Westmeat Christchurch, Pure Pork

#### **Pre-Cooked category:**

Kiwi Fresh Meats, Bacon Cheese Bites

#### **Heat n' Eat category:**

Beard Brothers, Old Skool Saveloys

#### **Continental Fresh category:**

Aussie Butcher Kumeu, Smokey Beef Chorizo and Cheese  
Aussie Butcher New Lynn, Beef Chorizo and Cheddar Link  
L'Authentique, Traditional Toulouse  
Westmere Butchery, Pizza Sausage

#### **Continental Ready-To-Eat category:**

Franklin Country Meats, Smoked Paprika and Cheese Kransky  
Waipawa Butchery, Cheese and Jalapeno Kransky

#### **Big Chill Flavours of the World category:**

New World Ashburton, The Mexicana Brisket Sausage  
New World Ilam, Cajun Pork

#### **Black Pudding/Rounds category:**

The Chopping Block, Black Pudding

#### **Caspak Traditional category:**

Butcher's Block, Pork and Fennel Fresh  
The Fridge Butchery, Steak and Kidney  
Westmere Butchery, Pork and Leek

#### **Kiwi Labels Gourmet Beef category:**

Chop Online Meats, Brisket Pickle Pepper and Cheese  
Hardy Street Quality Meats, Beef Cheese and Chives  
New World Remuera, Beef Truffle and Parmesan  
The Kiwi Butcher Shop, Brisket Jalapeno and Cheddar Sausage

#### **Multivac Handtmann Gourmet Pork category:**

Mad Butcher Mt Roskill, Pumpkin Feta and Chives  
Mapari Meats, Smokey Bacon and Maple  
New World Te Rapa, Pork Smokey Bacon and Maple

#### **Gourmet Varietal category:**

Aussie Butchery Kumeu, Venison Rosemary and Garlic  
Cattermoles Butchery, Smoked Parsnip and Leek



## MEDALLISTS CONTINUED

### » SILVER MEDALLISTS BY CATEGORY CONTINUED:

#### **Gourmet Poultry category:**

Westmere Butchery, Chicken Leek and Bacon

#### **Flavoured Burger Patties category:**

Four Square Martinborough, Lamb Pattie

#### **Classic Burger Patties category:**

Scottys Meats, Venison Pattie

#### **Meatballs category:**

The Meat Room, Classic Meatballs

### » BRONZE MEDALLISTS BY CATEGORY:

#### **Pact Packaging Beef category:**

Fergbutcher, The Ferg Sausage  
Moos Baas and Oinks, Pure Beef  
Waipawa Butchery, Murray's Beef Sausages  
Webster Family Butchery, Famous Ruawai

#### **Dunninghams Pork category:**

Marbled Butchery Howick, Old English Pork  
New World Victoria Park, Traditional Pork  
PAK'nSAVE Riccarton, Genuine Pork  
The Classic Butcher, Classic Pork

#### **Heat n' Eat category:**

Hardy Street Quality Meats, Saveloy

#### **Continental Fresh category:**

Avon's Butchery, Maltese Pork  
Mad Butcher Mt Roskill, Tuscan Fennel  
Mad Butcher Mt Roskill, Pork Chorizo  
Mangawhai Meat Shop, Spanish Chicken  
Princes Street Butcher and Kitchen, Spanish Chorizo

#### **Continental Ready-To-Eat category:**

A Lady Butcher, Oak Smoked Chorizo  
Salash - Family Inspired Artisan Meats, Bachka Salami - Medium

#### **Big Chill Flavours of the World category:**

Avon's Butchery, Tunisian Lamb  
Avon's Butchery, Lamb Thai Coconut and Sultanas  
New World Te Rapa, Boerewors  
Scottys Meats, Goat Curry  
The Kiwi Butchery Shop, Tandoori Lamb Sausage





# MEDALLISTS CONTINUED

## » BRONZE MEDALLISTS BY CATEGORY CONTINUED:

### Black Pudding/Rounds category:

Miller's Meats, Miller's Made Black Pudding

### Caspak Traditional category:

Harris Farms Ltd, Tomato and Basil Sausages  
Marbled Butchery Howick, Welsh Dragon  
Mangawhai Meat Shop, Free Range Pork and Fennel  
Moos Baas and Oinks, Roast Lamb and Caramelised Onion  
The Fridge Butchery, Pork and Fennel

### Kiwi Labels Gourmet Beef category:

FreshChoice Merivale, Jalapeno Chicken  
New World Otaki, Beef Smoked Cheese and Chives Sausage

### Multivac Handtmann Gourmet Pork category:

Alliance Smithfield Butcher Shop, Maple Bacon  
PAK'nSAVE Rangiora, Pork Smokey Bacon and Maple Sausage

### Gourmet Varietal category:

The Kiwi Butcher Shop, Lamb, Truffle and Parmesan Sausage

### Gourmet Poultry category:

New World Timaru, Chicken Leek and Bacon Sausages  
Pokeno Bacon, Nutty Chook

### Flavoured Burger Patties category:

Aussie Butcher Kumeu, Big Kahuna Burger  
Expleo, Brisket Blue Cheese Patties  
New World Marton, Beef Steak & Cheese  
Pams, Pams Lamb Burgers  
Thomson's Butchery, Pork Belly Burgers

### Classic Burger Patties category:

Mangawhai Meat Shop, Beef Brisket Burger

### Meatballs category:

Mangawhai Meat Shop, Sweet Sticky Pork Balls



# MEDALLISTS BY REGION

	REGION	BRONZE	SILVER	GOLD	GOLD ELITE	TOTAL
NORTH ISLAND	NORTHLAND	6	0	0	2	8
	AUCKLAND	12	12	11	8	43
	BAY OF PLENTY	1	1	0	2	4
	WAIKATO	4	3	1	0	8
	HAWKES BAY	2	1	0	1	4
	MANAWATU-WHANGANUI	1	0	0	0	1
	TARANAKI	2	1	1	0	4
	WELLINGTON/WAIRARAPA	3	4	3	0	10
SOUTH ISLAND	NELSON	0	0	1	0	1
	CANTERBURY	6	4	2	5	17
	OTAGO	3	1	1	1	6
NATIONWIDE		1	5	2	0	8

## FLAVOUR TRENDS:

This year presented some popular ingredients and flavour profiles amongst the medal winners. This word cloud illustrates the most prominent ingredients.

Bacon, truffle, maple, leek and cheese dominating the gourmet categories. Ingredients like fennel and Spanish flavours doing well in the Traditional and Continental Fresh categories.





# SAUSAGE MIXER AWARDS PRESENTATION



To celebrate the 2023 competition, a Sausage Mixer Awards presentation was held at Sweat Shop Brew Kitchen in Auckland on Tuesday 17 October.

The evening was an opportunity to announce and celebrate the category medallists, along with the 2023 People's Choice and Supreme Award. A selection of medallist sausages were served as part of a tasting for guests to enjoy.

Almost 300 people attended the event — a combination of medallists, sponsors and industry personnel. It was a great night for the industry to recognise the hard work and talents of New Zealand's butchers.







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# CATEGORY, SUPREME & PEOPLE'S CHOICE JUDGING



Supreme Judges (left to right): Jason Kim, Glenn Callow, Brian Everton, Greig Buckley, Kathy Paterson, Todd Treadwell.





# NEW ELECTRONIC JUDGING FORMAT

This year, an electronic judging system was introduced to streamline the evaluation process.

Each judging panel comprised a technical judge (butcher) and two aesthetic judges (professional chef or food writer), following the same format as previous years. The technical judge assessed raw samples, while the aesthetic judges evaluated cooked samples. The Continental Ready-To-Eat category was an exception, with all judges evaluating the same products.

All judges received a Chromebook and a corresponding electronic judging form powered by Google Forms for each category. They were instructed to assess products solely on their individual merits.

The electronic judging forms included a list of considerations for each section to ensure consistent and fair scoring. A complete list of these considerations can be found on the following page. Judges checked off considerations if the criteria were met and left them unchecked if not. Each consideration didn't carry a weighted score; judges determined how each consideration influenced their overall score. A comments section was available for judges to provide positive and constructive feedback for entrants on each form.

The results shared with entrants will include the considerations against which their products were assessed and the judges' additional comments.



# JUDGING CONSIDERATIONS

\* For the sausage categories only

## AESTHETIC

### APPEARANCE CONSIDERATIONS

- » Evenly filled
- » Juicy and plump looking
- » Held shape well
- » Did not split or burst
- » Good colour (even throughout)
- » Even distribution of ingredients

### AROMA/TEXTURE/TASTE CONSIDERATIONS

- » Pleasant aroma
- » Aroma true to name (e.g. additional flavours present)
- » Cuts well
- » Appropriate moisture levels
- » Appropriate fat levels
- » Good texture (initial bite)
- » Pleasant mouthfeel (not tough, spongy or grainy)
- » Quality of ingredients showing through (i.e. no gristle)
- » Taste true to name (e.g. additional flavours present)
- » Seasoned well with good balance of flavours (appropriate use of spice mix and fillers)
- » Salt levels are appropriate
- » Flavours work well together
- » Overall taste is clean, fresh and meaty
- » Meat is the dominant flavour
- » Good aftertaste

## TECHNICAL

### APPEARANCE CONSIDERATIONS

- » Looks appetising
- » Clean, fresh aroma
- » Good colour (even throughout)
- » Evenly filled
- » No air pockets
- » Consistent size and shape across samples
- » Good visual texture in the filling

### TECHNICAL COMPOSITION CONSIDERATIONS

- » Texture or grind size is appropriate
- » Balanced meat-to-fat ratio
- » Moisture content is appropriate
- » Good raw visual texture (feel, touch, appearance, grind)
- » Has structural integrity, does not fall apart
- » Consistent texture
- » Even distribution of ingredients, well mixed



## JUDGES BIO - SUPREME PANEL

### BRIAN EVERTON - TECHNICAL

Brian is a director and commercial manager of Cabernet Foods Group. Brian has been involved in farming, processing, wholesaling and meat retailing from a young age. He holds a Trade Certificate in Meat Retailing, a Massey University Meat Technology Diploma and has completed the Australian Institute of Food and Grocery Management Meat Executive Programme at the University of Melbourne. Brian has previously been a judge at the ANZCO Foods Butcher Apprentice of the Year regional competitions and National finals.

### TODD TREADWELL - TECHNICAL

Todd has over 30 years of experience in the butchery industry. Three years after being the Executive Butcher at Well Hung, he is now the owner of the business. Well Hung is an artisan butchery that has two stores in Milford, Auckland, specialising in a premium selection of NZ-grown, grass-fed Angus Pure and First Light Wagyu beef aged up to 100 days. They also stock free-range and organic poultry, grass-fed lamb, free-farmed pork, gluten-free made in-house sausages and cured meats sourced from New Zealand's top producers.

### GLENN CALLOW - AESTHETIC

Glenn started baking at the age of 17. His career has taken him to diverse roles, from owning his own bakeries and café to being a product developer at George Weston Foods. In the last two decades, he has taken on teaching roles, including at Polytech and PTE since 2000. He is currently the Lead Tutor at NZBakels Ltd for bakery apprentices nationwide. His judging experience includes Foodstuffs Baker of the Year and Bakels NZ Supreme Pie Awards.

### GREIG BUCKLEY - AESTHETIC

Greig runs an online food business called Kai which is dedicated to promoting and selling artisan New Zealand foods both nationally and internationally. This involves tasting and evaluating a wide range of foods from across the country. Aside from running his business, he is a food activist, which includes being a supporter of Garden to Table, an initiative that teaches kids to grow, cook and eat real food, and a volunteer with Everybody Eats.

### JASON KIM - AESTHETIC

Jason graduated from AUT in 2008 with a Diploma in Culinary Arts. He has worked in several of Auckland's best restaurants including Jervois Steak House, Euro, The Grove, Cassia and Sidart. You can find him at his newest restaurant serving modern Korean fare, at Tokki in Milford where he is the owner and Head Chef.

### KATHY PATERSON - AESTHETIC

Kathy is a food writer, food stylist, food photographer and keen gardener, writing regular features in Nourish Magazine and recipes for The NZ Outstanding Producers website. Her recipes can be found on recipes.co.nz and The NZ Herald Eat Well website. The author of Meat & Three, Kathy has a significant interest in our farming sector, enabling her to be the "Meat Sommelier" for Alliance Farmers' Produce.

## SPECIAL THANKS TO OUR CATEGORY JUDGES

AARON PUCCI | FOOD & BEVERAGE INDUSTRY JUDGE

ALAN ROBINSON | NEWLY WEDS FOODS

BEE KENG KOH | LINCOLN'S TABLE

CAREY OLDFIELD | MILLY'S KITCHEN

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## MEDIA COVERAGE

PR began in the lead up to the category judging with an invitation sent out to Craig Hoyle, a journalist at The Sunday Star Times to be a guest judge. He had just written up a story on judging the pie competition, so we took the opportunity to reach out to him about coming along to the Sausage Competition. Craig wrote a great piece in the Sunday Star Times in September.

In the lead up to the announcement of the Supreme Winner, invitations were sent to TV, Radio, the NZ Herald and Stuff to book in a time to interview the winner. This resulted in the AM Show interviewing judge, Kathy Paterson at The Sweat Shop Brew Kitchen on the morning of the awards presentation. They also tasted the winning sausages the following morning on the AM Show with a shout out to Sam's Butchery as the Supreme Sausage Winner. The NZ Herald attended the Sausage Awards Mixer and interviewed Kathy Paterson and Dan Klink (Mangawhai Meats). They reported the following morning on the competition and the winner. Stuff went up to Silverdale and interviewed Sam and his team. Most radio stations announced the Supreme Winner and Ian and Sam were interviewed at Radio

Hauraki. Ian was also interviewed by Radio NZ and Rural Exchange, and Coast FM enjoyed tasting and chatting about the winning sausages.

The timing of the announcement fell in between the election and the rugby, so was perfectly timed for some light entertainment for the media.

**Total ASR (Advertising Sales Rate)  
Value = \$234,392**



# EXAMPLES OF MEDIA COVERAGE

## TV COVERAGE

AM SHOW - INTERVIEW WITH SUPREME JUDGE KATHY PATERSON - 17 OCT



## RADIO COVERAGE (HIGHLIGHTS) - 18 OCT

- COAST FM, BREAKFAST WITH TONI, JASE & SAM - SUPREME SAUSAGE TASTING
- RADIO HAURAKI, THE MATT & JERRY SHOW - INTERVIEW WITH IAN ANDERSON FROM SAM'S BUTCHERY
- RADIO NZ - INTERVIEW WITH JUDGE KATHY PATERSON
- THE HITS - NEWS SEGMENT



## ONLINE PRINT COVERAGE

DATE	OUTLET - <a href="#">Click for article</a>
10 Sept	<a href="#">Sunday Star Times</a>
10 Sept	<a href="#">Waikato Times</a>
10 Sept	<a href="#">The Press</a>
10 Sept	<a href="#">The Post</a>
18 Oct	<a href="#">Stuff.co.nz</a>
18 Oct	<a href="#">Radio NZ - Country/Food</a>
18 Oct	<a href="#">NZ Herald - Lifestyle</a>
18 Oct	<a href="#">One News</a>
18 Oct	<a href="#">Newstalk ZB - Lifestyle</a>
19 Oct	<a href="#">NZ Herald - The Country</a>
20 Oct	<a href="#">Otago Daily Times</a>
20 Oct	<a href="#">Nelson Mail</a>
20 Oct	<a href="#">FMCG</a>
20 Oct	<a href="#">Sunlive</a>
21 Oct	<a href="#">Taranaki Daily News</a>
24 Oct	<a href="#">Foodstuffs</a>
25 Oct	<a href="#">Times Online</a>

## NATIONAL PRINT COVERAGE

SUNDAY STAR TIMES - 10 SEPT

**Bring the sizzle**

Fire up the barbecues, it's time to find New Zealand's best bangers. The Great NZ Sausage Competition is serious business, as guest judge **Craig Hoyle** discovers.

A murmur of approval runs around the boardroom table as a particularly impressive specimen arrives from the kitchen. It's long, thick and glistening; an invitation for what's to come. Opposite me, a butcher remarks: "Now that's a big one! All my sausages are about that size."

It may sound like a brag, but what else would you expect from the owner of a shop called Well Hung?

Sausage B49 is a humble beef affair, but damn it tastes good. Perfectly proportioned, just the right amount of fat, and the knife slides through as we cut it into e-sized medallions. I note "large size" approvingly on a piece of paper.

We have about five minutes to assess it on its merits. I work my way through them on a Chromebook, ticking off aesthetic and flavour requirements. Was sausage well-formed? Has the casing? Are the flavours balanced? Is there a slight aftertaste?

There are several boxes for "positive" feedback and then "constructive" feedback and finally, the results are tallied up for a total score. I grant B49 25 out of 30, so back for another piece.

I'm no stranger to sausage, but still, sausage judging isn't where I'd usually expect to find myself on a Wednesday morning.

coln's Table director Bee Keng Koh, whose agency specialises in events and marketing for restaurants and other businesses in the hospitality sector. The three of us are "aesthetic" judges; rounding out the team is Well Hung butcher Todd Treadwell, who's here as a "technical" judge.

A huge amount of work has already gone into getting things to this point, Hopson explains. Entries were open for six weeks, with 15 different categories up for grabs. This year, the competition's 26th, there's a new record, with 644 entries submitted by 116 producers.

"They all arrive in our office over a period of about one week," says Hopson, adding that sausages come from as far afield as Greymouth, Southland and Waipū. "Big Chill is one of our sponsors, and they offer free freight for all the entrants, so they can use their services to get the product to the competition, which is quite good."

Once the samples arrive, "we open up the chill-tainers, take them out, tick them off, and then we put them in ice cream containers. They're all anonymously coded. We sort them out in a spreadsheet, and then we scramble it, so if someone enters three sausages in the same category, they won't be one after another."

Hangover the process was the horror of this year's pie awards, where...

Craig Hoyle, above, tucks into one of dozens of sausages in his search for the country's best banger. He didn't work alone, though, at the Great NZ Sausage Competition and fellow judges and chefs involved included chef Lana Pogoda, right, technical judge Todd Treadwell, below left, and aesthetic judge Bee Keng Koh, below right.

Chromebooks all have corny names; mine is Sammy Porterhouse, and I'm sitting opposite Kevin Bacon and Jon Hamm, especially for pork, because you can't eat...



## REGIONAL PRINT COVERAGE

HOKITIKA GUARDIAN, WEST COAST - 19 OCT

### 'Sensational' lamb sausage snags top award

AN Auckland butchery has snagged the top spot at The Great New Zealand Sausage Competition with its "lamb delight" creation.

Judges had to taste a record 646 entries, but Sam's Butchery in Silverdale was crowned the overall winner at a gala dinner in Auckland on Tuesday night.

Owner Sam Nadason said the secret to the winning entry was

taking the time to get the basics right, concentrating on perfecting the flavours and years of experience.

"My grandson was born last week, too, and I think he's brought me good luck!"

Judge and food writer Kathy

Paterson said there was quite a buzz around the judging table this year with some innovative flavour combinations, but it was a pure lamb sausage that took out the top spot.

"It can be quite tricky creating a single meat sausage,

but this was an incredibly well-made sausage with a good balance of meat and fat.

"The flavour of the lamb really shone through with just a hint of mint to add freshness — it was sensational."

The judges were able to

savour the entries with judging taking place in two stages.

The first round of category judging was done across six

days with 17 panels of judges, each panel was made up of a technical judge and two aesthetic judges.

Entries were judged on their technical composition, aroma, appearance, texture and most importantly — the taste. — RNZ

## REGIONAL PRINT COVERAGE

SOUTHLAND TIMES, SOUTHLAND - 19 OCT

### Award

#### Lamb sausage voted the best wurst in NZ competition

Meat lovers looking to season their summer barbecues with the perfect sausage have many to choose from as the results of the Great New Zealand Sausage Competition roll in. Sam's Butchery in Silverdale snagged the top prize with "lamb-delight", while entries from Northland to Otago also took home a raft of medals. The high-steaks competition isn't for just for sausages. Included in the lineup was a mince category for burger patties and meatballs. A panel of 17 judges decided on each entry based on its technical composition, aroma, appearance, texture and most importantly — the taste. Sam Nadason, owner of Sam's Butchery, said the secret sauce to a winning sausage is "taking the time to get the basics right". "My grandson was born last week too, and I think he's brought me good luck," he said. In a gruelling week of grilling, almost 650 sausages were put to the test from 116 makers and tasted by 17 judges.

## REGIONAL PRINT COVERAGE

WAIKATO TIMES, WAIRARAPA - 19 OCT

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## REGIONAL PRINT COVERAGE

MANAWATU STANDARD, MANAWATU - 19 OCT

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## REGIONAL PRINT COVERAGE

TIMARU HERALD, CANTERBURY - 19 OCT

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## REGIONAL PRINT COVERAGE

THE PRESS, CANTERBURY - 19 OCT

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## REGIONAL PRINT COVERAGE

GREYMOUTH STAR, WEST COAST - 20 OCT

### Dunedin sausages cut above your average snag

#### LAINE PRIESTLEY

The secret to the perfect sausage is to make it with love, according to one award-winning Dunedin butchery. Princes Street Butchery and Kitchen was awarded a gold elite medal for their traditional pork sausage and a bronze medal for their Spanish chorizo sausage at the Great New Zealand Sausage Competition.

The Great New Zealand Sausage Competition is a nationwide event in which butcheries and stores submit their best sausages for judging against entries from all over the country.

Owner David Gibson said its win was a huge achievement for the whole team.

"It's absolutely amazing. I am really excited for the whole team. So much hard

work has gone into getting us to this point. A lot of work goes into our sausages to get them up to our standards.

"The sausages are all hand mixed, hand filled, tied by hand and we're only doing batches of 10 to 15kgs at a time."

Their traditional pork sausage tasted "just like a pork chop" and since the butchery opened, it had proved to be a crowd pleaser.

"A standard pork sausage is something you can always enjoy and goes with everything. It is a huge achievement for us to win in

such a huge category. It's a big deal for us for our pork sausage to be awarded as one of the top seven sausages in the country," Mr Gibson said.

Asked what the secret to a good sausage was, assistant Rowan Hoesch said it was making them with love.

The annual competition

broke their previous records for entries with a huge 646 entries, representing the craftsmanship of 116 producers across the 14 sausage categories.

The line-up also included mince category for burger patties and meatballs.

— Otago Daily Times



## REGIONAL PRINT COVERAGE

WAIRARAPA TIMES AGE, WAIRARAPA - 20 OCT

# Award winner an absolute banger

MARLEE PARTRIDGE  
marlee.partridge@age.co.nz

What's more quintessentially Kiwi than a sizzling sausage on the barbecue in summer?

This week the small but mighty meaty delight has received the recognition it deserves, thanks to the Great New Zealand Sausage Competition, and Masterton's Homegrown Butchery has snagged itself a Gold Medal at the prestigious annual event.

Homegrown's beef brisket and steak butter banger has been a local bestseller for a while now, manager Jake Wiffen told the *Times-Age*, so the award won't come as a big surprise for many of Wairarapa's sausage aficionados.

Inspired by the classic steak-in-butter cooking combo, the sausage had been sold since Homegrown launched but started "flying out the door" after a tweak to the recipe.

The award-winning sausage features "lumps of steak butter whipped through it which melt into the sausage and release flavour when cooked".

Wiffen said the classic simplicity of mashed potato and gravy combo is a great pairing with such a sausage, while a Heineken will do the trick when washing it down [while admitting he isn't much of a wine man himself, Wiffen also hazarded a guess that a nice red wine would probably also do the job].

Homegrown Butchery entered the competition for the first time last year and was awarded a Silver Medal for its pork and watercress snarler, but Wiffen admitted his favourite is the chardonnay and French herb.

And the secret to cooking the perfect sausage?

"Always start with a cold pan and let the sausage heat up," Wiffen said.

Other winners in the region include Scotty's Meats, which received a Silver for its venison patty and a Bronze for its goat curry, while Four Square in Martinborough took out a Gold for its beef sausage and Silver for its lamb patty.



## REGIONAL PRINT COVERAGE

OTAGO DAILY TIMES, OTAGO - 20 OCT

# Dunedin sausages cut above your average snag

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Asked what the secret to a good sausage was, assistant Rowan Hoesch said it was making them with love.

The annual competition broke their previous records for entries with a huge 646 entries, representing the craftsmanship of 116 producers

across the 14 sausage categories.

The lineup also included mince category for burger patties and meatballs.

Other winners from across Otago were Fergbutcher, who won gold in the Irish pork category and bronze for their Ferg sausage.

The Fridge Butchery also won silver for their steak and kidney sausage and bronze for their pork and fennel sausage.

laine.priestley@odt.co.nz

## REGIONAL PRINT COVERAGE

NELSON MAIL, NELSON - 20 OCT

### Food

## Savouring sausage success

A Nelson supermarket's brisket, jalapeño and cheese sausage has won a gold medal in the Great New Zealand Sausage Competition.

Fresh Choice Nelson's fresh food manager Bryce Goodall made the savoury delight that won one of three golds in the gourmet beef category. Goodall said he was happy to win the award, as it was the first time the supermarket had entered the competition. He said the key to a good sausage was the correct meat to fat ratio, and the brisket cut provided the right balance. The sausages are on sale at the Collingwood St supermarket.

The supreme winner of the competition was a lamb delight sausage from Sam's Butchery in Silverdale, north of Auckland, and the people's choice winner a wagyu beef and roasted bell pepper banger from Westmere Butchery in Auckland. There were a record 646 entries, representing 116 producers across the 14 sausage categories.



## REGIONAL PRINT COVERAGE

TARANAKI DAILY NEWS, TARANAKI - 21 OCT

# Butcher shows golden touch with sausages

### Competition

Stephanie Ockhuysen

Stephen Morrison doesn't like parmesan, but it didn't stop him putting it in one of his snag recipes and being awarded a medal in the Great New Zealand Sausage Competition 2023.

Morrison, owner of The Kiwi Butcher in New Plymouth, came away with four medals in the competition.

Bronze for his lamb truffle and parmesan sausages and tandoori lamb sausages, silver for his brisket, jalapeño and cheddar sausages, and gold for his pork and Mediterranean candied orange burgers.

"With the parmesan, that's a new flavour that we only started making in March or April," Morrison said. "I'm not a fan of parmesan, but I tried it out and thought it's actually not a bad sausage."

The Kiwi Butcher is no stranger to getting medals in the competition, though.

They've been entering for the last 22 years.

Morrison, who's been with The Kiwi Butcher since 1998 when he started working there with his dad, said they get feedback from the judges each year, start making tweaks and try again.

"With the tandoori lamb, we used to make a tandoori beef, it used to score really high but not quite enough to get a medal.

"So last year we thought let's change it up and it's been selling really well."

Another top seller was brisket, jalapeño, and cheddar sausages.

Morrison said he sends the flavour around the country to friends as it's perfect for the barbecue.

"It's got a little bit of heat, but it won't blow your head off."

This year, the competition broke records with 646 entries, representing 116 produc-



Stephen Morrison at The Kiwi Butcher in New Plymouth came away with a bunch of medals in this year's Great New Zealand Sausage Competition

VANESSA LAURIE/STUFF

ers across the 14 sausage categories.

Included in the line-up was a mince category for burger patties and meatballs. These two categories turned out 12 medals for burger patties and 3 medals for meatballs.

The Kiwi Butcher hadn't really made many lamb sausages before, but Morrison had enjoyed the new flavours that have come from it.

They pride themselves on their point of difference, Morrison said.

"We do a lot of things differently, because we have to, and that's what brings people in.

"We need to have a point of difference from supermarkets because we've got three big stores across the road."

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