

MEDIA RELEASE

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Meaty competition for the Beef Australia 2009 Kele Bros Awards of Excellence

The hotly contested Beef Australia 2009 Kele Brother's Awards of Excellence came to a head in the Rockhampton Airport's Eddie Hudson Memorial Room today.

Owners and managers of restaurants, clubs, hotels, cafes, coffee and takeaway shops whose menus showcase great steaks, pies, burgers or a signature beef dish in Australia's beef capital gathered to learn who had won the highly coveted Beef Australia 2009 Kele Brother's Awards of Excellence plates.

Awards Sponsor, John Kele of Kele Brothers Wholesale Distributors praised the competitors and stated that the competition is an essential element of the Beef Expo which he has proudly supported since their inception.

"With so many international and interstate visitors coming to town for Australia's National Beef Expo from Monday, 4 to Saturday, 9 May an establishment with an 'Awards of Excellence' plate on display has a real advantage over the competition" said Mr Kele.

"The Awards assist visitors to recognise dishes that have been officially acknowledged by Beef Australia from a humble beef pie purchased at a cafe to a signature steak at a high end restaurant" said Mr Kele.

"Eating world class Australian beef is good for your health and the health of the economy so I'd encourage local residents to support the Awards by visiting each and every one of the Awards of Excellence winners."

The **Beef Australia 2009 Kele Bros Awards of Excellence winners** are:

Cafes and Takeaways

- Best Beef Pie/Burger – Café Emporio

Hotels and Clubs

- Best Beef Signature Dish - Rockhampton Leagues Club
- Best Steak - Cambridge Hotel Motel

A La Carte Café/Restaurant

- Best Beef Pie/Burger - Demedios Café
- Best Beef Signature Dish - The Coffee House
- Best Steak – The Heritage Hotel

Beef Australia 2009 will celebrate 21 years since the inaugural Expo in 1988 and looks set to break the attendance record of 60 000 people recorded at Beef Australia 2006. For full programme details and to purchase tickets visit www.beefaustralia.com.au

ENDS - For all media enquiries contact Tanya Langford, Consumer Education Coordinator on 0412 948 843.