

MEDIA RELEASE

Wednesday, 10 March 2010

Meatco launches Boerewors King Competition

On Wednesday 10 March 2010, Meatco launched the MEATCO BOEREWORS KING 2010 COMPETITION with the unveiling of the logo which will become synonymous for the competition until the finals at the end of June.

The initiative is aimed at supporting both independent and commercial butchers in the country by giving them an opportunity to showcase their recipes and products to the market. Meatco has appointed a highly qualified and well versed independent judging panel comprising of Gourmet Award winning cookbook author and internally nominated chef Antoinette de Chavonnes Vrugt, British butchery specialist Viv Harvey and MeatcoTraining specialist Leo Shaanika. The judges will have the daunting task of choosing a winner good enough to be called Meatco Boerewors King 2010.

The participants have to prepare two Packs of raw boerewors for the first round of judging on the 15th April 2010. Entries will be judged in their raw state, controlled cooked state and on the recipe.

To ensure adherence to quality and consistency during judging process all entries must comply with strict regulations. (see annexure)

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The highlight of the competition is the grand finale at the annual Tourism Expo of Namibia on Thursday 03 June 2010. The three finalists get together for the grand cook-off in front of a live audience.

Apart from earning the Meatco Boerewors King crown 2010, the winner will walk away with a deboning course by world renowned Viv Harvey in Windhoek to the value of N\$ 12 000.

The second runner up will enjoy a boerewors starter kit including meat and wine to the value of N\$ 3000 in addition to a spice voucher to the value of N\$ 1000 and a weekend for two at Etango lodge valued at N\$ 2500. The third runner up will walk away with a wine hamper and spice voucher to the value of N\$ 2000 and a night for two at Heja Lodge to the value of N\$ 1500.

Meatco serve to promote and co-ordinate the interest of the producers of livestock in Namibia, and strive for the stabilisation of the meat industry of Namibia in the national interest. "The Corporation is aiming to present the competition as annual event to support butchers and all boerewors makers in the country. The competition will further assist Meatco to build relationship, expand customer base and stay abreast with customers needs," says Andre Mouton Marketing Manager at Meatco.

There are many secret recipes on how to make boerewors, whether traditional or any other unique and tasty boerewors recipe, Thus, Meatco is looking forward to seeing what our talented butcher's deliver knowing the standard of boerewors making in Namibia.

Entry forms are available at Meatco Wholesale (next to Meatco Head Office in Sheffield Street, Northern Industrial Area) or butchers can contact Imelda at 061-321 64 37.

Ends 461 words.

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