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Media Braai

# MEDIA RELEASE

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## **First Phase of the Meatco Media Chef 2010**

As part of its Stakeholder engagement Programme Meactco introduced an annual Media Chef competition in order to create a networking platform with the media and amongst the media practitioners. The event takes place in three phases, of which the first phases took place on Friday, 9<sup>th</sup> April at Meatco Head Office parkade, under the theme "Stone Age".

The event was a great success with participants spanning from 10 different media houses, the top three performers managed to clinch a place in the final Media Chef Competition that is scheduled for November. Three teams qualified for the final round taking place in November. Participating Journalist came as early as 08h30 to prepare their stalls as per theme of the event. To judge the event Meatco made use of Namibia's finest chefs, namely Jona Levi, from the Parliament Restaurant, Adla Capitia from O'Portuga and an Independent Chef and Caterer Phillip Kleinsmith. The judges had their hands full as all the participants were well prepared and had to be judge as per various categories such as : Team Spirit, Originality of dishes, presentation of dishes, meat, tastes of different dishes, serving (table setting) and the set up of the stall.

All dishes were prepared on an open fire using braai stands and wood that was provided for by Meatco. Participants had to bring their own utensils, cutlery and crockery. The Media practitioners were only allowed to use products which Meatco provided, except for the herbs and spice that teams had to bring along. To further spice up the event Meatco provided the teams with a "Goodie bag" containing surprise ingredients.

The teams that scooped the top three positions are:

1. Radio Wave, best theme display or expression and best overall team
2. One Africa TV, best meat dish and
3. Windhoek Observer, best dessert

Despite the overall winners, all other participating teams were served a prize hamper. The team that wins the Media Chef of the Year Competition in November will be entered into the social category of Meatco's Annual National Braai Competition next year for free. Last year's winners were One Africa TV and will be competing with other teams in the social team during the National Braai Competition on the 24 th of April 2010 in Gobabis. This year's annual National Braai Competition is being hosted by last year's winner in the Farmers Association, Sonop FA.

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