



MELBOURNE  
ROYAL  
AUSTRALIAN  
FOOD AWARDS



*2025* **Entry Booklet**

The Australian Food Awards celebrate excellence and recognise the best Australian food producers, this year judging products across four major categories: Dairy, Preserves, Smallgoods and Meat.

*Major* **Partner**



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# General information

## 2025 calendar of important dates

<b>Entries open</b>	Tuesday 20 May
<b>Entries close</b>	Friday 27 June
<b>Deliveries to Melbourne Showgrounds</b>	<b>Dairy &amp; Preserves:</b> Wednesday 23 July – Friday 1 August <b>Smallgoods &amp; Meat:</b> Friday 1 August – Friday 8 August
<b>Judging</b>	Tuesday 5 August – Wednesday 13 August
<b>Trophy Announcement</b>	Thursday 2 October

## Introduction

The Melbourne Royal Australian Food Awards inspire and celebrate excellence in food production. The Awards have a long and rich history beginning with the foundation of the Society in the 1870s when 'Dairy Produce' were among the 'Exhibits of Show' in 1874 and included sections for Cheese, Salt Butter, Bacon and Hams, and Fresh Butter.

One of the largest programs of its kind, the Melbourne Royal Australian Food Awards provides producers from around the country with an essential benchmarking opportunity. The Awards are open to commercial food producers of all sizes, from boutique small volume to large-scale commercial production.

Following a hiatus through COVID-19 and a thorough review, Melbourne Royal was pleased to welcome back the Awards in 2023 with the Preserves and Dairy Categories. This year, we are re-introducing the Meat category, with Branded Meats & Value Add Meats now accepted.

These categories were developed in consultation with industry experts and followed a review of the Awards that included engagement from exhibitors and judges, and feedback from producers.

## Why you should enter

As a distinguished national industry focused award, the Melbourne Royal Australian Food Awards offer exhibitors an unparalleled opportunity to benchmark their products against industry standards.

In reporting results to exhibitors, exhibit scores are represented on distribution graphs (where there is sufficient data to do so) enabling exhibitors to see how their products rank against those of their peers in Australia.

Medal-winning exhibitors will be provided with a Marketing & PR Tool Kit to assist with promoting their win and marketing their products with a seal of quality.

Award-winning producers have the opportunity to showcase their products at Melbourne Royal events, including The Melbourne Royal Show.

## What you should know when entering

The Melbourne Royal Australian Food Awards is a credible and impartial competition conducted by one of Australia's most highly esteemed royal agricultural societies, Melbourne Royal, the organisation responsible for the Australian International Spirits Awards, Melbourne Royal Wine Awards, and the Australian International Beer Awards.

The judging panel boasts some of Australia's most highly respected Food Producers, Food Technologists, Food Writers, Recipe Developers, Retailers, Chefs and Educators.

Entries are blind tasted and judged on their own merits against a set of criteria (see 'Judging' for details).

Entries are allocated a tasting order number, separate from the catalogue (exhibit) number, to ensure the anonymity of the exhibit and to protect the integrity of the judging process.

### Audit procedures

To uphold the integrity of the competition and its results, each year Melbourne Royal conducts a physical and telephone audit of entrants and entries in the lead up to, during, and after judging, to ensure compliance with the entry requirements.

Auditing ensures compliance with labelling, regulatory requirements and commercial availability. Entries not complying with these requirements will be disqualified.

### Third party manufacturing

An exhibit (i.e. product) can be submitted by either the producer or the brand owner who has had the product produced under contract.

Subject to judging results, these entries are eligible for medal awards, or a trophy, provided they meet entry requirements.

The contract producer must be recorded as the 'Contract Manufacturer' in the entry process. Please note that exhibitors who have had the awarded products made under contract by a third-party manufacturer are not eligible for Champion Producer Trophies.

The exhibitor's name and the product name as recorded in the entry process, will be published in the Results Catalogue and other announcements. The Contract Producer or Brand Owner will not be published as in previous years.

### Food safety

All Entries must comply with the requirements of the Australian Food Standard Code for both product and packaging. For information on the Australian Food Standard Code go to: [www.foodstandards.gov.au](http://www.foodstandards.gov.au).

Producers must be accredited and supply a Food Safety Quality Assurance certification or registration number on their entry application. Certification or registration may include, but is not limited to the following:

- Hazard Analysis and Critical Control Points (HACCP)
- Safe Quality Food (SQF)
- ISO 22000
- Certification of Food Premises

Each state has different classifications for food businesses, and you will need to determine your classification to obtain the proper license or registration. For further information regarding compliance and certification in your local area, please refer to the FSANZ or Australian Institute of Food Safety websites.

### Products requiring preparation

The below classes will be heated or cooked for consumption or tasting:

- SMA007 – Bacon
- MEA001–008 – All Meat Classes
- CHE001 – Haloumi
- SMA001 – Frankfurters

### Entry eligibility

Entries must be 100% produced in Australia and natural produce must be 100% Australian grown. Entries are required to be commercially available for retail in the precise composition and in the same packaging, including labels, in which it is submitted for judging.

A single product available in multiple packing formats or sizes, can only be entered in one size. Entries packaged especially for the competition that are not ordinarily available in packaged form will not be accepted.

Exhibitors may be required to verify commercial availability by providing the details of at least one stockist or outlet.

All entries must contain at least 50% of ingredients (by weight), grown and processed in Australia.

All individual samples must have a Use By or Best Before date. Any container or pack missing this information will be discarded.

Products must be clearly labelled with any allergen information, as per food regulations.

Exhibitors must provide their Food Safety Quality Assurance Certification Number.

Entrants are responsible for all transportation fees and for ensuring the prompt and safe delivery of their entries.

Exhibitors are responsible for selecting the correct classes, providing accurate information and abiding by the rules and published deadlines.

No product class transfers shall be made without instruction by the Exhibitor.

Exhibitors are responsible for entering the correct product class and should check their entry

acknowledgement email carefully to ensure all details are correct. Organisers will not transfer products between classes unless discussed with the Exhibitor.

### How to enter

There are three simple steps to enter the Melbourne Royal Australian Food Awards:

1. Read through the competition Entry Booklet (this document) and the categories you can enter product into.
2. Complete the online entry process at [www.melbourneroyal.com.au/food](http://www.melbourneroyal.com.au/food).
3. Upon receiving confirmation of your entries and product delivery instructions, submit your exhibits to Australian Food Awards for judging.

### How we use your products

In addition to samples being used for judging, they are used to verify that products entered are commercially available in retail and comply with labelling and other regulatory requirements.

Samples are also used for promotional purposes including at VIP and media tastings, and in displays of trophy and medal-winning product.

Exhibit stock remaining after the Melbourne Royal Australian Food Awards judging has been completed will remain the property of Melbourne Royal and may be donated to food charities.

# What our trophy winners say

*"Winning the Champion Australian Large Smallgoods Producer award has been enormously beneficial to our family business! It's been an opportunity to showcase our products to clients and colleagues and provide them with the certainty that our brand creates products worthy of these prestigious awards."*

*We've received so much positive feedback over the past week; so many clients and colleagues have reached out to express their love of our products. We are already developing new business relationships as a direct result of these awards."*

*Salamanca has long been a favourite product of the immigrant Spanish community since we started producing it in the 1970s. By winning the Best Salami award, we can showcase this product to the broader Australian community with the confidence that it can hold its own against the other exceptional products on the market."*

*The Melbourne Royal Australian Food Awards have a long history of prestige and rigor that provide consumers with confidence in product craftsmanship. These awards not only recognize exceptional Australian producers, they also open up our domestic industries to the international stage."*

**Maree Rodriguez, Rodriguez Bros**

Winner - 2024 Best Salami and Champion Australian Large Smallgoods Producer

*"As a small business, our focus is on quality over profit. This means taking the time to find quality ingredients, as local as possible and knowing our suppliers. We also make 99% of our inclusions, meaning we REALLY know what goes into our product. We love what we produce but we need to benchmark ourselves, to know we are the best we can be. We travel, we taste, we compare and we are inspired. Inspired to stand by our principals and know what to continue doing and what not to do. We know where we think we stand in the industry but by entering the Melbourne Royal Australia Food Awards, we objectively know where we stand. The results help us analyse our processes and how to do better."*

*Winning Champion Gelato is thrilling and affirming. It is an absolute thrill to be recognised as the best in the country and affirming to know our philosophy on producing a quality product is the right one. But being located in regional Victoria has it's challenges. Business is inherently seasonal and despite having an incredible product, we don't have the volume of patronage all year round. Whilst quality is of utmost importance, we need to be viable to survive and thrive. We can also use the award as a platform to inform the public of our quality and increase visitation."*

**Stephanie Lewis, Gelato Gelato**

Winner - 2024 Best Gelato and Champion Australian Small Dairy Producer

# New in 2025

In 2025, the Melbourne Royal Australian Food Awards welcomes a number of refinements to the program.

## **Introduction of Meat category**

Melbourne Royal is proud to announce the re-introduction of the Meat category to the Melbourne Royal Australian Food Awards.

Reflecting evolving market trends and developed in close consultation with leading industry experts, this distinguished category will comprise six Branded Meat classes and three Value Add Meat classes. These classes will culminate in the presentation of the esteemed Champion Branded Meat and Champion Value Add Meat trophies.

This new category offers an exceptional opportunity for the Australian meat industry to present its finest products to a panel of highly respected judges, each recognised for their expertise and contribution to the field. All entries must be 100% Australian.

Melbourne Royal is delighted to celebrate and elevate excellence in Australian meat through this exciting new category.

## **Introduction of Bacon**

We are now accepting entries for Bacon as part of our Smallgoods category.

# Events

## **Trophy Announcement**

Melbourne Royal invites you to celebrate excellence in the Australian food industry on Thursday 2 October 2025 with a Trophy Presentation at Melbourne Showgrounds. Please save the date – more details to be announced closer to the time.



# Trophies and *eligibility*

## Best In Class Medals

Best in Class medals will be awarded to the highest scoring exhibit in each class. The highest scoring gold medal winning exhibit from each class will progress to the relevant Trophy taste off as listed below.

## Champion Trophies

Trophy	Class
Champion Butter	BTR001
Champion Cheese	CHE001-007
Champion Cream	CRM001
Champion Yoghurt	YOG001-002
Champion Milk	MLK001-003
Champion Ice Cream	ICE001-003
Champion Savoury Preserve	SAV001-007
Champion Sweet Preserve	SWE001-005
Champion Smallgoods	SMA001-007
Champion Branded Meat	MEA001-006
Champion Value Add Meat	MEA007-008

## Major Trophies

### Champion Australian Small Producer Trophies

Awarded to the Small Producer from each category (Dairy, Preserves, Smallgoods, Meat) with the highest average score calculated from the entrants top three (3) scoring entries, at least one of which must have been awarded a gold medal. entrants will not be able to count entries produced under contract towards their score for this trophy. For details on Small or Large exhibitor classification, please see page 12.

### Champion Australian Large Producer Trophies

Awarded to the large Producer from each category (Dairy, Preserves, Smallgoods, Meat) with the highest average score calculated from the entrants top three (3) scoring entries, at least one of which must have been awarded a gold medal. entrants will not be able to count entries produced under contract towards their score for this trophy. For details on Small or Large exhibitor classification, please see page 12.

### Champion Victorian Producer Trophies

Awarded to the Victorian Producer from each category (Dairy, Preserves, Smallgoods, Meat) with the highest average score calculated from the entrants top two (2) scoring entries, at least one of which must have been awarded a gold medal. entrants will not be able to count entries produced under contract towards their score for this trophy.

# Exhibit requirements

Following are the minimum quantities required to be submitted for judging – remembering that an exhibit may only be entered if it is commercially available to the public in the precise composition and in the same packaging, including labels, in which it is sent for judging. All exhibits need to comply with the relevant Food Standards Australia and New Zealand Code. Exhibits entered not meeting these criteria will not be judged.

In addition to samples being used for judging, they are used to verify that products entered are commercially available and comply with labelling and other regulatory requirements. Samples are also used for promotional purposes including at VIP and media tastings, and in displays of trophy and medal-winning product. Exhibit stock remaining after Australian Food Awards judging has been completed will remain the property of Melbourne Royal.

Class	Minimum quantity required for judging
• BTR 001 – Butter	Three (3) x 250gm butter packs or equivalent total
• CHE001 – Fresh Cheese	Three (3) x 250gm commercial packs. Exhibit must be a total minimum weight of 750 g and complete cheeses. If sold commercially in smaller sizes, include more than 1 whole cheese
• CHE 002 – Mould Surface or Washed Rind • CHE 003 – Blue Cheese	Exhibit must be a total minimum weight of 750 g and a complete cheese. If sold commercially in smaller sizes, include more than 1 whole cheese
• CHE 004 – Cheddar • CHE 005 – Semi-Hard or Eye Cheese • CHE 006 – Hard Cheese • CHE 007 – Non-Cow Dairy Cheese, All Styles	Any Size: single wheels or large blocks which meet the total minimum 1kg are acceptable
• YOG 001 – Yoghurt – Unflavoured • YOG 002 – Yoghurt – Flavoured	Four (4) packs x 300 mL each. Retail packs to a total of 1200g (or 1200ml) or more, must be supplied when the pack size is less than 250g (or 250ml)
• CRM 001 Cream	Three (3) x 250gm packs or equivalent total
• MLK001 – Cow's Milk, Unflavoured • MLK002 – Cow's Milk, Flavoured • MLK003 – Non-Cow Fresh Milk	Three (3) x 1 Litre bottle or pack. If sold commercially in smaller sizes, retail packs to a minimum total of 3 Litres must be supplied
• ICE 001 – Ice Cream • ICE 002 – Single Serve Ice Cream • ICE 003 – Gelato	Minimum four (4) x 250gm tubs, OR nine (9) ice-creams on sticks, sandwiches, or other individual portions. If the commercial size is 500 ml or 1 Litre, two (2) packs must be supplied
• SAV001 – Savoury Chutney, Relishes or Jam • SAV002 – Mustard • SAV003 – Vinegar or Dressing • SAV004 – Savoury Sauce or Paste • SAV005 – Chilli • SAV006 – Pickled, Fermented or Preserved Fruit or Vegetables • SAV007 – Other Savour Preserves • SWE001 – Jam, Conserve or Marmalade • SWE002 – Fruit Paste, Curd, Jelly or Butter • SWE003 – Sweet Dressing or Sauce • SWE004 – Syrup or Cordial • SWE005 – Other Sweet Preserves	Three (3) x 200g packs, or equivalent total

Class	Minimum quantity required for judging
<ul style="list-style-type: none"> <li>• SMA001 – Cooked Meat</li> <li>• SMA002 – Cured Meat</li> <li>• SMA004 – Jerky/Biltong</li> <li>• SMA006 – Salami</li> </ul>	Two (2) x samples with a total combined minimum weight of 750g
<ul style="list-style-type: none"> <li>• SMA003 – Ham</li> </ul>	Traditional, Semi Boneless, and Boneless require one whole piece, not cut or sliced. Manufactured or sliced require two (2) x samples with a total combined minimum weight of 750g
<ul style="list-style-type: none"> <li>• SMA005 – Pates and Terrines</li> </ul>	Four (4) x 200g samples
<ul style="list-style-type: none"> <li>• SMA007 – Bacon</li> </ul>	3 packs x 4 rashers per pack (middle bacon cut)
<ul style="list-style-type: none"> <li>• MEA001 – Branded Beef</li> <li>• MEA002 – Branded Wagyu</li> <li>• MEA006 – Branded Other Meat</li> </ul>	1 x vacuum sealed striploin (as per HAM2140) <a href="http://www.ausmeat.com.au/cutcodes/2140.pdf">www.ausmeat.com.au/cutcodes/2140.pdf</a>
<ul style="list-style-type: none"> <li>• MEA003 – Branded Lamb</li> </ul>	2 x vacuum sealed whole 8 rib racks, frenched with cap on (as per HAM4756) <a href="http://www.mla.com.au/globalassets/mla-corporate/blocks/marketing-beef-and-lamb/msa_sheepcuts_poster_lowres.pdf">www.mla.com.au/globalassets/mla-corporate/blocks/marketing-beef-and-lamb/msa_sheepcuts_poster_lowres.pdf</a>
<ul style="list-style-type: none"> <li>• MEA004 – Branded Pork</li> </ul>	1 x vacuum sealed boneless pork loin from the 4-14 rib, skin on (as per HAM4089) <a href="http://www.virtualweberbullet.com/wp-content/uploads/2018/08/pork.pdf">www.virtualweberbullet.com/wp-content/uploads/2018/08/pork.pdf</a>
<ul style="list-style-type: none"> <li>• MEA005 – Branded Poultry</li> </ul>	2 x vacuum sealed breasts, skin on, bone out
<ul style="list-style-type: none"> <li>• MEA007 – Gourmet Sausages</li> </ul>	3 packs x 4 sausages per pack, vacuum sealed
<ul style="list-style-type: none"> <li>• MEA008 – Gourmet Burgers, Flavoured</li> </ul>	3 packs x 4 burgers per pack, vacuum sealed

In addition to samples being used for judging, they are used to verify that products entered are commercially available and comply with labelling and other regulatory requirements. Samples are also used for promotional purposes including at VIP and media tastings, and in displays of trophy and medal-winning product. Exhibit stock remaining after Australian Food Awards judging has been completed will remain the property of Melbourne Royal.

Melbourne Royal will not be liable for any other costs or loss incurred by the Exhibitor due to COVID-19 or pandemic related event cancellation such as costs associated with the delivery, collection and return shipping of any exhibitor product entered in the Australian Food Awards.

# Entry fee and *payment*

## Entry fees

Category/ Class	Exhibitor Size	Entry fee (A\$ inc. GST)
Dairy	Small	\$85
	Large	\$205
Preserves	Small	\$85
	Large	\$205
Smallgoods	Small	\$85
	Large	\$205
Beef	Small	\$450
	Large	\$450
Lamb	Small	\$200
	Large	\$200
Pork	Small	\$200
	Large	\$200
Poultry	Small	\$125
	Large	\$125
Other Meat	Small	\$150
	Large	\$150
Value Add Meat	Small	\$80
	Large	\$205

### Small exhibitor:

Annual turnover of \$1,000,000 or less

### Large exhibitor:

Annual turnover of \$1,000,001 or more

## Closing date

The online entry facility at [www.melbourneroyal.com.au/food](http://www.melbourneroyal.com.au/food) closes Friday 27 June 2025. Entries received after this time will be processed at the discretion of Melbourne Royal and attract an AUD\$15 per entry late fee.

## Payment

Entries and full payment must be received by Melbourne Royal no later than Friday 27 June 2025. Entries received after the closing date will not be guaranteed admission to the competition.

Entries will not be accepted until the entry fee is received in full. Visa, MasterCard, Australian cheques and money orders are all accepted, Amex is not. Please make Australian cheques and money orders payable to The Royal Agricultural Society of Victoria Ltd. Online entries will not be validated until payment is received. Entry fees must be paid in Australian dollars, including any bank fees, and are non-refundable.

### Electronic Funds Transfer (EFT)

Please enter the exhibitor name in the reference field and make payment to:

Company: RASV Ltd

Company Address: Epsom Road, Ascot Vale VIC 3032

Australia Bank Account: 03-769-4755

Swift code: NATAAU3303M

Beneficiary Bank: National Australia Bank Limited

Beneficiary Bank Address: Level 28,  
500 Bourke St, Melbourne VIC 3000, Australia





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# Sections and classes *of entry*

## Dairy

All Dairy must be 100% Australian.

All Dairy classes are for product made from cow's milk only, with the exception of classes specified as "Other – Non Cow".

All sample packs must display a Use By Date or Best Before Date and, where appropriate, a batch & dispatch number.

Any sampled entered without a Use By Date or Best before Date displayed will be withdrawn.

Please note that the use of the aroma additive 2,4 – Dithiapentane is not permitted.

Plant based milk products are ineligible in 2025.

## Butter

### BTR001 – Butter or Butter Blend

This class is for dairy products made from cow's milk only. Product, flavour and blend are to be named and stated on the application for entry.

## Cheese

### CHE001 – Fresh Cheese

**Fresh Unripened Cheese** (e.g. Cottage, Farm Style, Ricotta, Paneer, Cream Cheese, Neufchatel, Quark, Labneh, Feta – plain, Fresh other).

#### **Fresh Unripened Cheese – Flavoured**

(e.g. Flavoured Cottage, Flavoured Farm Style, Flavoured Ricotta, Flavoured Paneer, Cream Cheese/Neufchatel or Quark, Flavoured Labneh, Feta – marinated, Other – marinated, Flavoured Fresh – other). Flavoured fresh unripened cheeses – marinated or infused with additional flavours, condiments, or blended with fruit, seeds or nuts. All ingredients to be stated on the application for entry.

#### **Fresh Stretched Unripened Cheese**

(e.g. Bocconcini, Mozzarella, Buffalo Mozzarella, Burrata, Fior di Latte, Haloumi, Quesillo, Oaxaca, Fresh Stretched – other).

### CHE002 – Mould Surface or Washed Rind

**White Mould Surface** (e.g. Camembert, Brie, Triple Cream, Caprice, etc.). Must be a whole cheese; any size.

**Mixed Rind or Washed Rind soft cheese.** May contain adjunct cultures as well as white mould. Exhibitor must specify type and flavour on the Application for Entry. Must be a whole cheese.

### CHE003 – Blue Cheese

**Blue Mould Cheese** (e.g. Gorgonzola style, Roquefort style, Stilton style, Danablu style, Cabrales style, Wax coated, Non wax coated, Other). Blue mould development may be internal and/or external. Includes rindless cheese finished with a wax coating, herbs or leaves. Exhibitor must specify type on the Application for Entry.

**Surface Mould Blue Veined Cheese** (e.g. Blue Brie, Triple Cream Blue, Blue Vein Surface Mould – Other).. Exhibitor must specify type on the Application for Entry. Must be a whole cheese.

### CHE004 – Cheddar

**Cheddar, Mild to Sharp and Semi Mature** May include club cheese and flavoured cheddar style cheeses. Exhibitor to specify maturity and/or flavour on entry.

**Cheddar, Matured or Vintage** Exhibitor to specify maturity on entry.

**Traditional Waxed Cheddar** Traditional cheddar styles, uncut and coated in paraffin or wax or paracoat prior to or early in curing.

**Natural Rinded Cheddar** Traditional natural cow's milk cheddar styles, unflavored, and cured to form a natural rind.

**Cloth Bound Cheddar** Natural, unflavored, cow's milk cheddared Cheese, cloth wrapped.

### CHE005 – Semi Hard or Eye Cheese

**Semi-hard Cheese** (e.g. Cheshire, Colby, Edam, Fontina, Gloucestershire, Gouda, Greek Style (Kasseri), Havarti, Leicester, Mimolette, Monterey Jack, Provolone, Red Leicester, Scamorza, other Semi-hard). No processed or club cheese.

**Flavoured Semi-hard Cheese** (e.g. Smoked, Spiced, Herbed, Pepper, Chilli, Truffle, Other).

**Eye Cheese** (e.g. Appenzeller, Emmental, Gloucester, Gruyere, Jarlsberg, Raclette, Swiss, Swiss Bergkäse or Mountain Cheese, Tilsit, Tomme, Eye Cheese – other).

### CHE006 – Hard Cheese

**Hard Cheese** (e.g. Parmesan, Pecorino, Grana Padano, Romano, Aged Gouda, Hard Cheese – Other

**Flavoured Hard Cheese** (e.g. Smoked, Spiced, Herbed, Pepper, Chilli, Truffle, Other). Natural hard cheese with a firm to dense texture. Infused or coated with natural flavouring.

**Smear Ripened or Washed Rind Hard Cheese** Natural, flavoured or unflavored cow's milk cheeses.

### CHE007 – Other Cheese (Non-Cow)

**Non-cow Dairy Cheese** (e.g. Sheep, Goat, Buffalo, Camel, Other). Any type of cheese made from animal milks other than cow's milk.

## Cream

### CRM001 – Cream

Exhibitor to specify type (eg, fresh cream, sour cream, dollop cream etc) and fat content.

## Yogurt

### YOG001 – Yogurt, Unflavoured

**Yoghurt – Unflavoured** (e.g. Natural, Greek/Greek Style, Set, Stirred). Entry can be full or low fat, fat content to be declared on entry

### YOG002 – Yogurt, Flavoured

**Yoghurt – Flavoured** (e.g. Natural Flavoured, Drinking; Honey, Real Fruit, Vanilla, Other natural flavour). Entry can be full or low fat, fat content to be declared on entry.

## Milk

### MLK001 – Cows Milk, Unflavoured

This class is for fresh cow's milk. Must be pasteurised as per food regulations. May be homogenised, non-homogenised, lactose free or cultured, the type of milk to be specified on entry. May be full fat, low or reduced fat,

### MLK002 – Cows Milk, Flavoured

This class is for **flavoured** fresh cow's milk only. Must be pasteurised as per food regulations. May be homogenised, non-homogenised, lactose free or cultured, the type of milk to be specified on entry. May be full fat, low or reduced fat.

### MLK003 – Non-Cow Fresh Milk

**Non-cow Milk (e.g. Sheep, Goat, Buffalo, Camel, Other).** Any type of milk made from animals other than cows.

## Ice Cream

### ICE001 – Ice Cream

All Dairy used must be 100% Australian. Product ,flavour and ingredients are to be named and stated on the application for entry.

### ICE002 – Single Serve Ice Cream

Product ,flavour and ingredients are to be named and stated on the application for entry.

Single Serve Ice Cream (Stick, cone, cup, sandwich, other).

### ICE003 – Gelato

Product ,flavour and ingredients are to be named and stated on the application for entry.

Please Note: All Dairy Gold medal winners at the Melbourne Royal Australian Food Awards are automatically eligible for the Australian Grand Dairy Awards

# Preserves

Classes are available for sweet and savoury preserves and condiments based on fruit, vegetables, herbs or spices.

Savoury Preserves include liquid condiments, vinegar, salsas, pesto, pastes and sauces served cold or at room temperature.

Chilli may be a characterising ingredient or a minor added flavouring. Products in which chilli is a dominant flavour must be entered into SAV005. Products which have other characterising ingredients with only a hint of chilli may be entered into the other preserve classes.

Sweet Preserves includes dessert sauces such as chocolate, brandy or caramel flavour.

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## **SAV001 – Savoury Chutney, Relishes or Jam**

Any fruit or vegetable; Additional flavourings to be specified; Chutney, Relish, Savoury Jam – excludes chilli-based product.

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## **SAV002 – Mustard**

Any mustard; Additional flavouring to be specified

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## **SAV003 – Vinegar or Dressing**

Naturally fermented, flavoured or macerated, caramelisation through reduction, fermentation or ageing; Wine or cider base; Additional flavouring to be specified

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## **SAV004 – Savoury Sauce or Paste**

Any fruit or vegetable; Additional flavourings to be specified, excluding chilli based products

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## **SAV005 – Chilli**

Chilli is the characterising ingredient. Additional flavourings to be specified; Jam, Sauce, Dressing, Oil or Paste

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## **SAV006 – Pickled, Fermented or Preserved Fruit or Vegetables**

Any fruit or vegetable; Additional flavourings to be specified; Method and medium of preservation must be included in the product description for example 'Pickled in vinegar, brine or oil

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## **SAV007 – Other Savoury Preserves**

Any other savoury preserve that is not eligible to enter into SAV001 – SAV006.

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## **SWE001 – Jam, Conserve or Marmalade**

Any fruit or vegetable, flavour/s to specified

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## **SWE002 – Fruit Paste, Curd, Jelly or Butter**

Any fruit, flavour/s to specified; Includes Lemon curd, Lemon Butter, Lime Curd

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## **SWE003 – Sweet Dressing or Sauce**

Any fruit or vegetable, flavour/s to specified

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## **SWE004 – Syrup or Cordial**

Any fruit, flavour/s to specified; Fruit or flower infused in a sugar syrup

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## **SWE005 – Other Sweet Preserves**

Any other sweet preserve that is not eligible to enter into SWE001 – SWE004.

# Smallgoods

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## **SMA001 – Cooked Meat**

Whole piece, includes Pastrami, Corned Beef, Roast Beef, Roast Pork, Chicken Breast, Frankfurters.

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## **SMA002 – Cured Meat**

Dried or cured meats, includes Prosciutto, Pancetta, Coppa, Basturma, Bresaola etc.

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## **SMA003 – Ham**

Includes Traditional, Manufactured, Semi Boneless, Boneless, Sliced

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## **SMA004 – Jerky/Biltong**

Traditional Jerky or Biltong; meat that has been salted, spiced and then dried. Smoked or not smoked.

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## **SMA005 – Pates & Terrines**

Pates and Terrines. Flavour, ingredients and type of meat used to be specified.

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## **SMA006 – Salami**

Whole piece; Smoked or Non-smoked

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## **SMA007 – Bacon**

# Meat

All entries must be 100% Australian farmed, grown, manufactured and produced Beef, Lamb, Pork, Poultry or Other Meat.

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## MEA001 – Branded Beef

This class is for meat from non-Wagyu breeds

Grain Fed Beef: Grain fed Exhibits must be from cattle that have been placed in a feedlot accredited by the National Feedlot Accreditation Scheme. Exhibitors must specify the number of days of grain on the entry form

Grass Fed Beef: Grass fed Exhibits must be from cattle that have been grazed on natural pasture and have not been placed on a feedlot.

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## MEA002 – Branded Wagyu

This class is for Wagyu pure & cross breeds. Exhibitors must nominate the Wagyu breed (pure or cross breed) and the marbling score for their entry.

Grain Fed Wagyu: Grain fed Exhibits must be from cattle that have been placed in a feedlot accredited by the National Feedlot Accreditation Scheme. Exhibitors must specify the number of days of grain on the entry form

Grass Fed Wagyu: Grass fed Exhibits must be from cattle that have been grazed on natural pasture and have not been placed in a feedlot.

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## MEA003 – Branded Lamb

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## MEA004 – Branded Pork

Natural cuts of pork

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## MEA005 – Branded Poultry

Natural cuts of poultry, includes chicken, duck, turkey or quail.

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## MEA006 – Branded Other Meat

This class is for other natural cuts of branded meat, including goat, venison and veal.

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## MEA007 – Gourmet Sausages

This class is for Wagyu pure & cross breeds.

Exhibitors must nominate the Wagyu breed (pure or cross breed) and the marbling score for their entry.

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## MEA008 – Gourmet Burgers, Flavoured

Exhibitors to specific flavour ingredients and type of meat.



# Judging

Judging of the 2025 Australian Food Awards will take place at Melbourne Showgrounds, Ascot Vale, Victoria, Tuesday 5 August – Wednesday 13 August. Judging is closed to exhibitors, trade, and the public.

Entries will be allocated a tasting order number, separate from the catalogue (exhibit) number, to ensure the anonymity of the exhibit and to retain the integrity of the judging process. Additionally, exhibits will be judged 'blind'. Exhibits are judged according to Class (style) and are critically and quantitatively evaluated for their commercial excellence, quality attributes and trueness to type. Exhibits are not judged or ranked against each other but are assessed on their own merits.

Attribute scores for each exhibit will be awarded, checked, and entered by the judging panel. Classes will be judged for bronze, silver and gold medals. The process for determining the trophy winner of each category requires an additional level of scrutiny. The gold medal products from each category will be individually and independently reassessed and ranked using the borda count method – only gold medal-awarded exhibits are eligible for trophies.

Awards may be withheld or restricted in any Class where exhibits are considered unworthy or if insufficient entries are available. The Competition Manager shall have the power to reallocate, dismiss or disqualify as being ineligible for judging, any exhibit that, in their opinion, does not comply with the regulations in every respect, and such reallocation, dismissal or disqualification shall be accepted as final.

The above instructions do not in any way limit or restrict any of the powers, discretions, rights, and duties conferred upon the judges by the regulations or Melbourne Royal's powers under the regulations.

## 2025 Judging panel

Each year the Australian Food Awards competition management select a panel of food industry experts to assemble in Melbourne to assess the entries. Judges are chosen on the basis of their industry knowledge and expertise and allocated to a panel for each product class so that products are assessed by a group of judges.

# Scoring and *medals*

## Dairy

### Criteria

Exhibits will be scored out of twenty (20) points and assessed against the following criteria:

### Judging Attributes

Maximum total 20

#### All Dairy classes other than Ice Cream and Gelato

Attribute	Points
Flavour & Aroma	10
Body & Texture	6
Presentation	4
<b>Total</b>	<b>20</b>

#### Ice Cream and Gelato

Attribute	Points
Flavour	10
Body & Texture	6
Condition	3
Melting	1
<b>Total</b>	<b>20</b>

## Medals

Medal	Point Range	Description
Gold	18–20	A Gold Medal Exhibit is an outstanding Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and outstanding technical merit.
Silver	17–17.9	A Silver Medal Exhibit is an excellent Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and a high level of technical merit.
Bronze	16–16.9	A Bronze Medal Exhibit is a quality Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and the absence of major faults.

# Preserves

## Criteria

Exhibits will be scored out of one hundred (100) points and assessed against the following criteria:

## Judging Attributes

Maximum total 100

Attribute	Points
Colour	20
Flavour	20
Aroma	20
Texture & Body	20
True to description	10
Finish of product	10
<b>Total</b>	<b>100</b>

## Medals

Medal	Point Range	Description
Gold	90–100	A Gold Medal Exhibit is an outstanding Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and outstanding technical merit.
Silver	82–89	A Silver Medal Exhibit is an excellent Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and a high level of technical merit.
Bronze	74–81	A Bronze Medal Exhibit is a quality Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and the absence of major faults.

# Smallgoods

## Criteria

Exhibits will be scored out of one hundred (100) points and assessed against the following criteria:

## Judging Attributes

Maximum total 100

### All classes except SMA003 – Ham

Attribute	Points
Appearance	20
Aroma	10
Flavour	50
Texture & Body	20
<b>Total</b>	<b>100</b>

### SMA003 – Ham

Attribute	Points
Appearance	15
Aroma	15
Flavour	60
Texture & Body	10
<b>Total</b>	<b>100</b>

## Medals

Medal	Point Range	Description
Gold	90–100	A Gold Medal Exhibit is an outstanding Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and outstanding technical merit.
Silver	82–89	A Silver Medal Exhibit is an excellent Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and a high level of technical merit.
Bronze	74–81	A Bronze Medal Exhibit is a quality Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and the absence of major faults.

# Meat

## Criteria

Exhibits will be scored out of one hundred (100) points and assessed against the following criteria:

## Judging Attributes

Maximum total 100

### MEA001-MEA006

Attribute	Points
Appearance/Texture (Raw)	10
Appearance (Cooked)	10
Aroma	10
Flavour	30
Tenderness	20
Juiciness	20
<b>Total</b>	<b>100</b>

### MEA007-MEA008

Attribute	Points
Appearance	10
Aroma	10
Flavour	40
Tenderness	20
Juiciness	20
<b>Total</b>	<b>100</b>

## Medals

Medal	Point Range	Description
Gold	90–100	A Gold Medal Exhibit is an outstanding Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and outstanding technical merit.
Silver	82–89	A Silver Medal Exhibit is an excellent Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and a high level of technical merit.
Bronze	74–81	A Bronze Medal Exhibit is a quality Exhibit that displays the correct balance of taste, aroma and appearance appropriate for the style, and the absence of major faults.



# Submissions

## Submitting your entry

Once payment has been received and your entries have been verified as correctly entered and accepted, you will receive, by email from [food@melbourneroyal.com.au](mailto:food@melbourneroyal.com.au), an exhibitor entry confirmation containing your labels in PDF format and instructions on how to submit your entries.

## Labelling of exhibits

In addition to bearing commercial labels, all exhibits must bear Australian Food Awards- issued labels. These competition labels will be included in the exhibitor entry confirmation email in PDF format (as an attachment) that will be sent once your entries have been validated and payment received in full.

Exhibitors are required to print the labels in the precise format they are sent, preserving size, font, etc., and securely attach them to each container (bottle, box, can, pouch, etc.) submitted for entry. Labels can either be printed on A4 paper, cut out and affixed with clear packing tape, or alternatively printed (using a Laser Printer) on Avery L7162 adhesive labels (99.1 x 34mm x 16).

The competition label must not obscure or cover the commercial label and should either be run up the side of the package between the front and back commercial labels, or affixed beneath or above the back label, or can be tied to the neck of a jar, tub or bottle with string or cable tie.

## Delivery of exhibits

Receipting of Australian Food Awards 2025 will take place at Melbourne Showgrounds for the categories outlined below:

### **Dairy, Preserves, Smallgoods:**

from Friday 25 July – Friday 1 August,  
9:30am – 3:30pm

### **Meat:**

from Wednesday 6 August – Friday 8 August,  
9:30am – 3:30pm

Melbourne Royal will take receipt of your exhibits in these hours only and accepted following inspection for damage or contamination. It is therefore important to co-ordinate the dispatch of your entries to ensure their arrival during this window.

Please clearly label the outside of your samples to ensure your delivery can be easily identified. Exhibitors will be advised prior to the commencement of judging if exhibits have not been received.

Under no circumstances will the event organisers or any of their officers or employees or partners be responsible for the late, missed or non-delivery of any exhibit(s). Melbourne Royal (the Australian Food Awards) will not be responsible for any costs associated with the return of exhibits, or for lost or misplaced exhibits that were not clearly labelled upon receiving.

All food products are to be delivered via a suitable and appropriate Food Transport Vehicle. Food articles that require temperature control must be noted in the entry form and delivered in a vehicle that can maintain temperature at 5°C or below for fresh products or in accordance with the manufacturers' specifications.

## Addressing deliveries

Outer cartons must be clearly labelled to ensure your delivery can be easily identified. Please address deliveries to:

Australian Food Awards  
C/- Oskar Long  
Melbourne Showgrounds  
Gate 5 via Langs Road,  
Ground floor foyer, Building 13  
Ascot Vale VIC 3032  
Australia  
P: 03 9281 7444

# Results

Trophy winners will be announced at the Trophy Presentation on Thursday 2 October. Further details to be advised. Full results will be emailed to exhibitors and made available online after the conclusion of the Presentation.

## Connect with us

Stay up to date with the latest developments and engage with Melbourne Royal and the Australian Food Awards on Instagram, Facebook and LinkedIn:

- Instagram @melbourne.royal
- Facebook @melbourne.royal
- LinkedIn @melbourne royal®

### Contacts

#### Competition

For all general and competition enquiries relating to the 2025 Australian Food Awards please contact:

Cass Cochrane  
Manager, Food & Beverage Awards  
Melbourne Royal  
T +61 (0)3 9281 7444  
E [food@melbourneroval.com.au](mailto:food@melbourneroval.com.au)

#### Media

For all media enquiries relating to the 2025 Australian Food Awards please contact:

Matthew Dunn  
Communications Manager  
Melbourne Royal  
T +61 (0)3 9281 7444  
E [communications@melbourneroval.com.au](mailto:communications@melbourneroval.com.au)

#### Sponsorship opportunities

For all enquiries relating to sponsorship please contact:

Sponsorship Team  
Melbourne Royal  
T +61 (0)3 9281 7444  
E [partnerships@melbourneroval.com.au](mailto:partnerships@melbourneroval.com.au)

# Special Regulations & Conditions of Entry

## 2025 Melbourne Royal Australian Food Awards

### 1. DEFINITIONS AND INTERPRETATION

#### 1.1 Definitions

The following definitions apply unless the context requires otherwise:

**Advisory Group** means those persons appointed by the Event Organisers to provide industry guidance on the Event.

**Agent** includes any authorised person, representation, association or corporation engaged by or on behalf of the Exhibitor and any person acting or purporting to act on the Exhibitor's behalf (including any person who is an invitee of the Exhibitor and regardless of whether the person is remunerated or not). An agent cannot be named on any awards or certificates.

**Award** means a prize awarded by the Judges to an Exhibit in a class.

**Business Day** means a week day on which banks in Melbourne are open for business

**Closing Date** means the date and time set out in the Entry Booklet after which entries for the Event will not be accepted by the Event Organisers.

**Commercially Available** means available for retail in the precise composition and in the same packaging, including labels, in which it is submitted for judging. Entries packages especially for the competition that are not ordinarily available in packaged form will not be accepted. Exhibitors may be required to verify commercial availability by providing the details of at least one stockist or outlet.

**Entry Form** means an entry form (or online equivalent) supplied by the Event Organisers for an Event.

**Event** means the 2025 Melbourne Royal Australian Food Awards (MRAFA). Event also includes the period of bump-in and bump-out for the Event and the period of the Event competition.

**Event Organisers** means The Royal Agricultural Society of Victoria Limited trading as Melbourne Royal (ACN 006 728 785).

**Exhibit** means the item entered into the Event by an Exhibitor.

**Exhibitor** means the owner of the Exhibit, and if the owner is less than 18 years of age, the parent or guardian of the owner who signs the Entry Form.

**Judge** means a person appointed by the Event Organisers to judge the Event.

**Judging Panel** means a panel consisting of not less than two judges.

**Premises** means the Melbourne Showgrounds, Epsom Road, Ascot Value, Victoria, Australia.

**Product** means a dairy product, smallgoods, or sweet or savoury preserve that is Commercially Available.

**Regulations** means the Event Organisers' regulations and conditions of entry for the MRAFA Competition, including without limitation the relevant Entry Form, all provisions set out in the Entry Booklet, the description of sections and classes of entry, and description of awards.

**Steward** means a person occupying or acting in the position of steward.

#### 1.2

#### Interpretation

Headings are for convenience only and do not affect interpretation. The following rules apply unless the context requires otherwise:

- i. the singular includes the plural and conversely;
- ii. a gender includes all genders;
- iii. if a word or phrase is defined, its other grammatical forms have a corresponding meaning;
- iv. a reference to a person, corporation, trust, partnership, unincorporated body or other entity includes any of them;
- v. a reference to a regulation, rule or condition of entry is to the regulation, rule or condition of entry as amended, varied, supplemented, novated or replaced, except to the extent prohibited by these regulations;
- vi. a reference to a right or obligation of any two or more persons confers that right, or imposes that obligation, as the case may be, jointly and severally.

## 2. ENTRIES

- 2.1 Only commercial producers, manufacturers and brand owners with a registered business name and an ABN or equivalent are eligible to enter Exhibit provide the number on their entry. Entries must be made by using the online entry facility, must be submitted by the Closing Date and be accompanied by the applicable entry fee for each Exhibit.
- 2.2 Exhibitors must state on the online entry form:
- the class;
  - the product's commercial brand name;
  - particulars of the Exhibit;
  - ingredients; and
  - any other information required.
- 2.3 Product names or logos containing any statement, design, device or representation that is obscene, indecent, or likely to offend is prohibited.
- 2.4 Number of Entries  
An Exhibit can only be entered once into MRAFA. Multiples entries can be entered into a single class by an Exhibitor, provided each Exhibit is a different product.
- 2.5 The Exhibitor must certify that each Exhibit entered is representative of a Commercially Available product in Australia or which is produced for export overseas. All Exhibits must be 100% Australian produced or manufactured. Please refer to the category requirements for specific information.
- 2.6 Warranty  
The Exhibitor represents and warrants to the Event Organisers that the information set out in the Entry Form is complete, accurate and not misleading in any way.
- 2.7 Entries subject to rules and regulations  
Upon submission of an Entry Form in accordance with regulations 2.1 and 2.2, the Exhibitor agrees to be bound by the rules and relations set out in the Entry Booklet.
- 2.8 Alteration and inspection of Entry Forms  
An Entry Form may not be altered or inspected after the Closing Date.
- 2.9 Entry Fee  
The Entry Fee becomes the property of the Event Organisers on receipt and, without limitation, the fee paid in respect of Exhibits withdrawn or which do not satisfy the conditions of eligibility will not be refunded.  
If the Event and/or the award program is cancelled due to government imposed health regulations or restrictions due to a pandemic, the Event Organisers will provide a full refund on entry fees. The Event Organisers will not

be liable for any other costs or loss incurred as a result of the cancellation such as costs associated with the delivery, collection and return shipping of any Exhibitor product entered into the Event.

The Event Organisers will set an annual schedule for the entry requirements and the entry fees which will apply to each MRAFA program.

### 2.10 Calculation of Entry Fee

Entry fees will be set on the basis of annual turnover.

Entry fees will be set for small and large size businesses on the basis of the turnover range:

Large producer/ manufacturer or brand owner is defined as being business entity with greater than \$1M annual turnover.

Small size producer/ manufacturer or brand owner is defined as being business entity with turnover less than \$1M annual turnover.

### 2.11 Satisfactory proof of annual turnover

Exhibitors may be requested to produce their most recent audited annual financial statement as proof of their annual turnover. The audited annual financial statement should be forwarded to the MRAFA Event Manager: [food@melbournroyal.com.au](mailto:food@melbournroyal.com.au) if requested. All statements submitted will be treated confidentially and destroyed directly following the announcement of the Awards.

### 2.12 The Exhibitor must have authority to enter the Exhibit(s) on behalf of the Producer, Brand Owner, and the Third Party Manufacturer where applicable.

## 3 CONDUCT OF EXHIBITORS

### 3.1 Unacceptable Behaviour

The Event Organiser is committed to providing a fair and equitable Premises and Event for all participants, free from all forms of harassment, bullying and violence. The following behaviours will not be tolerated and may result in the Exhibitor/persons being removed from the competition Premises and/ or disqualified from the competition and formal procedures initiated:

- Violence;
- Bullying;
- Harassment;
- Sexual harassment;
- Unlawful discrimination;
- Victimization.

Persons breaching unacceptable standards of behaviour may be banned from entering future Events and/or the Premises.

- 3.2 Compliance with Rules and Regulations  
Where an Exhibit and/or Exhibitor and/or Agent fail to comply with any of the Rules and Regulations, the Event Organisers may impose one or more of the following penalties on the Exhibit or Exhibitor or both of them:

- a) Disqualification;
- b) Suspension;
- c) A fine;
- d) Order the Exhibit or the Exhibitor, or any Agents be removed from the Premises; or
- e) Any other penalty.

Without limiting the above, the Event Organisers may forfeit an award, and upon forfeiture, the Exhibitor must immediately return any evidence of that award to the Event Organisers upon receiving notification of the forfeiture.

- 3.3 Compliance with Directions

The Exhibitor must fully comply with the directions and requests of the Event Organisers. Without limitation, directions and requests of the Event Organisers may apply to the entry of the Exhibit, the Exhibitor, the conditions of the Event, the conduct of the Exhibitor, the conduct of the Event, the decision of the Judge, or the award of prizes.

- 3.4 General Conditions of Entry

All Exhibitors and/or persons entering the Premises are required to adhere to the Conditions of Entry whilst on site which can be found at <https://www.melbourneshowgrounds.com/terms-and-privacy/conditions-of-entry/>

The Premises is a completely smoke-free zone. Exhibitors and/or persons wanting to smoke must exit the Premises to do so.

## 4 AGENTS

Any person purporting to act as an agent of an Exhibitor is deemed to have given the Event Organiser a warranty of their authority, and the Event Organiser is not required to make any enquiry as to that authority.

## 5 EXHIBITS

- 5.1 Exhibit Requirements

Exhibits must be submitted in accordance with the instructions on in the Entry Booklet and these Regulations.

A Brand Owner who has had a product produced under contract by another manufacturer/ producer may enter an Exhibit and will be required to record the contract manufacturer in the application process.

- 5.2 Exhibits become the property of Event Organisers

Unless otherwise stated, all Exhibits become the property of the Event Organisers and may be used as promotional purposes. The Event Organisers accept no responsibility for the loss or damage to any Exhibit whether occurring before, during or after the AFA.

Exhibit stock remaining after the Event judging has been completed will remain the property of the Event Organisers.

- 5.3 Statements

The Exhibitors must not make a statement regarding an Exhibit which in the opinion of the Event Organisers is fraudulent, false, erroneous, misleading or deceptive or likely to mislead or deceive.

- 5.4 Tampering

An Exhibit must not be or have been tampered with or otherwise improperly dealt with.

- 5.5 Labelling of Exhibits

All Exhibits must bear labels. Exhibitors will be emailed official labels to be used for judging which show:

- i. the year of the competition;
- ii. class name;
- iii. class number;
- iv. Exhibit number; and
- v. The allocated barcode.

The Event Organiser will email all Exhibitors the required labels, along with the entry confirmation letter.

- 5.6 Inspection of Exhibits

The Event Organiser may nominate a person or persons to inspect and/ or analyse any Exhibit to verify that it meets the relevant conditions of the class in which it was entered, and that the product held by the Exhibitor represents the Exhibit provided for judging. The Exhibitor must permit the nominated person or persons to take samples of the product if so requested. Any inspection and/ or analysis is to be conducted within four weeks of the announcement of the Awards. The nominated person or persons appointed to carry out the inspection and/or analysis must make a written report to the Event Organiser.

Should the inspection and/ or analysis prove that the Exhibit for that class is incorrect/ noncompliant; all awards for that Exhibit shall be forfeited.



## 5.7 Access to Exhibits

Except for the Head Stewards or their nominee/s, no person will be permitted access to the Exhibits until after the judging is completed.

## 5.8 Compliance of Exhibits

An Exhibitor may only enter Exhibits which:

- i. comply in all respects with the criteria established by the Event Organiser for entry in the relevant class;
- ii. are the bona fide property of the Exhibitor; and
- iii. represent the product listed on the entry form.

## 5.9 Compliance with Australian Food Standards

All Exhibits must comply with the requirements of the Australian Food Standards Codes for both product and packaging.

\*<http://www.foodstandards.gov.au/code>

## 5.10 Australian Customs Clearance

It is each Exhibitor's responsibility to obtain Australian customs clearance of their Exhibit(s) into Australia, including payment of all costs.

## 5.11 Additional Products

Exhibitors may be required to provide additional product at their own cost for judging the any of the Champion product trophies. Award winning producers may also be requested to provide at their own cost product to feature on the menu for the MRAFA Presentation Dinner.

## 6 POWERS OF EVENT ORGANISERS IN RESPECT OF CONTROL OF THE EVENT

## 6.1 Power to refuse to accept an Entry Form, Exhibit or Exhibitor

The Event Organiser may, at their discretion, refuse to accept an Entry Form, an Exhibit and or an Exhibitor.

## 6.2 Power to cancel or alter

The Event Organiser may, without assigning a reason:

- a. alter the closing Date for the Event;
- b. remove any Exhibit from the Premises or cause any Exhibit to be removed from the Premises;
- c. amend an Exhibit to, without limitation, substitute an alternate class or sub-class for the class or sub-class in which the Exhibit was entered;
- d. alter the conditions of the Event, including but not exclusive to the judging conditions and process followed;

e. rule that an Exhibit or Exhibitor may not compete or is ineligible to compete;

f. alter the date, time or place on or at which the event is scheduled to take place;

g. alter the Judge scheduled to judge the event; or

h. cancel the Event.

The rights set out above apply notwithstanding:

- a. the Event Organisers acceptance of an entry;
- b. Inclusion of an entry in the event catalogue;
- c. the issue of an exhibit ticket; or
- d. the issue of any other document.

## 7 JUDGING

## 7.1 How judging is conducted

All entries will be blind tasted and judged against a specified set of criteria.

## 7.2 Interference by Exhibitor

An Exhibitor, their invitees or agents, must not consult, influence or interfere with a Judge or attempt to consult, influence or interfere with a Judge or do any other thing which may interfere with the Judge's freedom of choice or judgement.

## 7.3 Disqualification of Exhibit or Exhibitor

The Head Judge or judging panel, in consultation with the Event Organiser Competition Manager, has the power to disqualify or dismiss, as being ineligible for judging, any Exhibit which, in its opinion, fails to comply with the Regulations. Such disqualification will be final.

## 7.4 Forfeiture of Award if disqualified

Where an Exhibit or an Exhibitor is disqualified and their prize is forfeited, the Event Organiser may (but is not obliged to) promote the Exhibit next in order to that prize, whether the Exhibit was awarded a prize or a reserve number. Exhibits next in order, whether awarded a prize or reserve number, may also be promoted to the prize next in order.

## 8 DECISIONS

All decisions of the Event Organiser and the judges as to the application of the Regulations, or any decisions made under the Regulations, will be final and binding on all Exhibitors. The Event Organiser may in its absolute discretion elect to review and alter any decision made by it or its Judges under the Regulations at any time. This includes without limitation, the conferring of awards or decisions of the Judges. The Event

Organiser may in its absolute discretion take actions or steps it considers appropriate in respect of the Regulations including without limitation, revoking awards and suspending or prohibiting persons from future entry in any Event.

## 9 RESULTS AND FEEDBACK

### 9.1 Feedback

The Judges' feedback to an Exhibitor about their Exhibits will remain commercial-in-confidence and will not be shared with any other Exhibitors.

### 9.2 Results

Trophy winners will announced at the MRAFA Presentation event with class results being made available after this announcement.

## 10 PROTESTS

10.1 Protests may only be made by Exhibitors with Exhibits in the class to which a protest relates, and only if the results of that class directly impact on their own entry.

10.2 No protest will be entertained unless made in writing within (7) calendar days of the announcement of the awards. Such protest must set out the grounds of the protest and be addressed to the Event Organisers, Australian Food Awards, and either:

- i. mailed to or lodged with The Royal Agricultural Society of Victoria Limited t/as Melbourne Royal, Melbourne Showgrounds, Langs Road, Ascot Vale, Victoria, Australia 3032, addressed to the Event Manager; or
- ii. via email [food@melbourneroyal.com.au](mailto:food@melbourneroyal.com.au); or
- iii. faxed to +61 3 9281 7561

Such protest must be accompanied with a deposit of AUD\$200.00 (incl. GST) which may be forfeited to the Event Organiser if in the opinion of the Event Organisers the protest is unfounded, frivolous or vexatious. The Event Organiser will determine in their absolute discretion the process to be adopted in considering any protest and any sanction or other result of any successful protest.

## 11 AWARDS

11.1 The Event Organiser will determine the medal ranges for Gold, Silver and Bronze medals and judging criteria for MRAFA on an annual basis.

11.2 The Event Organiser will review and determine the trophies to be awarded and the eligibility requirements annually.

11.3 E-Certificates will be awarded to Gold, Silver and Bronze medal winning Exhibits. The certificates will be awarded to the Company/ Exhibitor named and product specified on the online Entry Form.

11.4 Champion Trophy and Medal winners in the MRAFA are required to supply, at their own expense, product to be used at the Awards Presentation. Trophies will be presented at the official MRAFA Presentation Event.

## 12 TROPHIES

12.1 The Event Organiser will set an annual schedule for trophies and the progression pathways that will apply to each MRAFA program.

12.2 To be eligible for a Trophy, an Exhibit or an Exhibitor must comply with the eligibility requirements set by the Event Organiser.

12.3 Exhibitor based trophies will be determined on the basis of a ranking or scoring system to be determined by the Event Organiser.

12.4 An Exhibit must be awarded a gold medal to be eligible for a Champion Trophy.

12.5 The Best in Class medals will be awarded to the highest scoring product in the product categories. Where there are multiple classes feeding up to one class, such as cheese, and where there are split panels across product categories, a taste off of the highest scoring gold medal products will be tasted using the Borda count method. This will determine the best in class or trophy winners.

12.6 Should two or more Exhibitors or Exhibits be tied for a trophy, the Head Judge, in consultation with the Event Organiser Competition Manager will have the final power to arbitrate the Awards where a consensus decision cannot be reached by the panel.

12.7 If a Gold Medal is not awarded in an eligible trophy class or classes, the trophy will not be awarded.

12.8 To be eligible for a Champion Product Trophy (ie. Champion Butter, Champion Savoury Preserve) the Exhibit must be 100% manufactured in Australia with at least 50% of the product's ingredients grown or produced in Australia. Natural or unprocessed produce must be 100% Australian grown.

12.9 Where a medal or trophy is awarded to an Exhibit which has been produced under contract, the medal or trophy will acknowledge the Exhibitor as listed by the Exhibitor on the online entry form. This may include one or both parties at their discretion.

12.10 Exhibits that have been made under contract are not eligible for the Champion Small or Large Producer Awards.

12.11 Trophy and medal winners will be required to provide additional award-winning product for the MRAFA Presentation Dinner at their own cost.

### **13 ADVERTISING AND OWNERSHIP OF AWARDS**

#### **13.1 Licence to use Trademark**

Exhibitors awarded a Champion Trophy or Certificate must seek approval from the Event Organiser to use the MRAFA graphic trademark. Such approval and its terms are to be at the absolute discretion of the Event Organiser.

#### **13.2 Exhibitor Advertising**

No Exhibitor shall advertise or allow to be advertised by any means whatsoever, whether by broadcasting, pictorially, or in writing, the fact that any Exhibit has won any award unless such advertisement shows clearly:

- i. the year of award;
- ii. description of the Class;
- iii. the name under which the Exhibit was entered; and
- iv. in the case of on-packaging advertising, the Exhibit/s must carry the same name and relevant information under which the Exhibit was entered.

Medal and trophy artwork shall only be featured on a product that has been entered into MRAFA and awarded a medal and/or trophy. The medal artwork shall show the year of the award. Medal style guidelines will be emailed with results and must be adhered to

#### **13.3 Ownership of Awards**

The Exhibitor acknowledges that all awards are owned by the Event Organiser and that the Exhibitor may not promote the winning of any award or any association with an award or the Event, other than in accordance with the Regulations. The Event Organiser may take any action considered necessary in respect of any advertising that does not comply with the Regulations, including without limitation, revoking any award.

### **14 INFORMATION HANDLING**

The Event Organiser is bound by the national Privacy Principles of the Privacy Act 1988 (Cth).

### **15 GOVERNING LAW**

These Regulations are governed by the laws of the State of Victoria, Australia.



**MELBOURNE  
ROYAL**  
AUSTRALIAN  
FOOD AWARDS

# 2025 Entry Booklet

Melbourne Royal® is a registered trademark of

**The Royal Agricultural Society of Victoria Limited**

ABN 66 006 728 785

ACN 006 728 785

Melbourne Showgrounds

Epsom Road, Ascot Vale VIC 3032

[www.melbourneroval.com.au](http://www.melbourneroval.com.au)

## **Office Bearers**

as at 9/8/2023

### **Patron**

Her Excellency Professor the Honourable  
Margaret Gardner AC – Governor of Victoria

### **Board of Directors**

MJ (Matthew) Coleman (President)

D (Darrin) Grimsey

PJB (Jason) Ronald OAM

P (Peter) Hertan

R (Robert) Millar

T (Tina) Savona

K (Kate) O'Sullivan

### **Chief Executive Officer**

Brad Jenkins

### **Company Secretary**

Darryl Ferris

### **Competition Managers**

Kirrily Waldhorn

Cass Cochrane

Oskar Long

Email: [food@melbourneroval.com.au](mailto:food@melbourneroval.com.au)



**MELBOURNE  
ROYAL**

2025 AUSTRALIAN FOOD AWARDS

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**MELBOURNE  
ROYAL**



For more than 175 years, Melbourne Royal has been inspiring excellence in agriculture and food production.

In this pursuit of excellence, Melbourne Royal, on behalf of the Australian food and beverage industries, conducts a range of world-class food programs and events recognising premium products in food and beverage.

These awards include:

- Melbourne Royal Wine Awards
- Melbourne Royal Australian Food Awards
- Melbourne Royal Australian International Beer Awards
- Melbourne Royal Australian International Spirits Awards

### **Contact Us**


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