MELBOURNE ROYAL AUSTRALIAN FOOD AWARDS



Marketing & Promotional Tool Kit

Congratulations!

Melbourne Royal congratulates you on your success at this year's Australian Food Awards.

Make sure your award-winning product gets the recognition it deserves with the help of this branded marketing and promotional kit.

The following guidelines will ensure consistent presentation of both your prestigious award and the Australian Food Awards branding within the marketplace.

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Spread *the* word!

You've won over the judges, now it's time to win over the rest of the world.

You can boost your brand by sharing your award-winning title and grow recognition within both the premium food industry and with food lovers across the country.

Taste the benefits of your award-winning product by using the following ideas to generate sales and create genuine commercial outcomes.

Top tips **to help boost your brand**

1	Firstly, ensure you have all the correct details in terms of the trophy name, medal, class etc.
2	Communicate the win to your distributors and key trade customers via email
3	Request the digital marketing tools available to update your website, social media accounts, email signature and any other digital channels to promote your win to your followers and stakeholders
4	Apply medal and trophy artwork or stickers to your award-winning products - on packaging, shelving and advertising
5	Send a media release to your local media using the supplied template and entering your company details (Melbourne Royal sends results to national industry media as soon as they're announced, but regional media are often interested in speaking directly with local producers)
6	Help us promote your product and brand! Fill out the online exhibitor profile form for the chance to have your story featured on the Melbourne Royal website, in our member newsletter (13,000 distribution) or via our social media accounts (Facebook, Instagram and LinkedIn)
7	Share your good news with a blackboard or sign at your shopfront or production facility and display your certificate from the awards. Apply this same promotional technique for websites and online stores, by using the available medal artwork
8	Create a special offer for your mailing list, in celebration of your win
9	Create a listing incentive for your distributor – offer an incentive for the sales rep who gains the largest number of new distributions in target outlets

Medal *Styleguide*

Australian Food Awards medal artwork is one of the easiest and most effective ways of communicating your prestigious win to the world.

The medal artwork is available in a variety of file formats to allow you the flexibility to integrate the presentation of your win as best suited to your product and marketing requirements.

When applying medals to your packaging and marketing, there are some important guidelines to consider. These guidelines are there to ensure that the public can quickly identify your product as an official winner and one of superior quality.

When adding medals to your artwork or promotions, don’t forget the most important step: checking with the Melbourne Royal team to get your artwork approved before you go to print!

Australian Food Awards medals are a symbol of excellence and can be used by winning exhibitors on packaging, point of sale and other marketing collateral.

Exhibitors must:

- Follow the Medal Guidelines.
- Not manipulate the medal in any way except for the proportional scaling of the graphic as a whole element and the inclusion of the trophy name for the winning trophy.
- Not use the medals in a misleading way.

Terms and Conditions

The medals must always be used in accordance with these guidelines. Winners are solely liable in relation to the compliance of their usage of the medals with underlying statutory requirements. Third party use of the medals requires prior authorisation. Winners will be emailed medals following the announcement of awards.

Design, colour and size of medals

The medals are not to be re-drawn, scanned, modified or manipulated in any way. However, they can be proportionally scaled to meet requirements.

All medals are to appear in the specified colours or black and white and can be used on any colour background.

The medals must not be reproduced any smaller than 25mm in diameter without written authorisation from Melbourne Royal.

Medal usage

Exhibitors awarded a medal or championship trophy are entitled to use the awarded medal only on the winning product.

Approval process

Prior to printing please send artwork in a PDF format to Melbourne Royal, food@melbourneroyal.com.au for approval (approval turnaround approximately 48 hours).



Medal placement example

2026 Australian Food Awards Medals

Medal artwork is supplied in EPS format, which allows you to enlarge the medal artwork to any size without loss of quality, so you can use it for print promotions, advertising banners or even wall graphics.

	GOLD	SILVER	BRONZE
Marketing Version CMYK and RGB			
PMS version Gold: PMS 871 Silver: PMS 877 Bronze: PMS 875			
Minimum Medal Size — 25mm For on package promotion	 	 	 

Note:
All medals can be supplied as mono versions if required.

2026 Australian Food Awards Medals

Medal artwork is supplied in EPS format, which allows you to enlarge the medal artwork to any size without loss of quality, so you can use it for print promotions, advertising banners or even wall graphics.

	BEST IN CLASS	CHAMPION TROPHY
Marketing Version CMYK and RGB		
PMS version PMS 8625		
Minimum Medal Size — 25mm For on package promotion	 	 

Digital *Marketing* **Tools**

Share the great news about your Australian Food Awards success with the nation using these digital marketing tools!

We have specific category Gold, Silver and Bronze artwork available for your posting across Facebook, Instagram, LinkedIn ...and the list goes on!

Don't forget to tag us on your post too, so we can share your win with even more industry and consumer audiences.

If you have an idea for promoting your products online but don't quite have the tools to do it, let us know – we welcome the opportunity to help you promote your win.

The digital marketing assets are included in the Interim Results Notification that has been emailed to you.

Australian Food Awards email signature accreditation

To assist you in promoting your success, email signature accreditation PNGs are provided to signify:

- Type of medal won
- Category competed in

The email signature accreditation is provided as a PNG with a transparent background.

It measures 400 pixels wide x 84 pixels deep.



Gold Medal *Winner 2026*
<<Category>>



Silver Medal *Winner 2026*
<<Category>>



Bronze Medal *Winner 2026*
<<Category>>



Best In Class *Winner 2026*
<<Category>>

Kind regards,

Matt.



Gold Medal *Winner 2026*
<<Category>>

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Facebook & Instagram

A prepared graphic is provided as an image to assist winners in promoting their success across social media channels such as Facebook and Instagram.

The images present the medal type won and the category competed in. These images are provided as RGB JPGs, which have been sized at 1080 x 1080 pixels.



Facebook Post



Instagram Post

Champion Trophy
& Major Trophy
Winners

Melbourne Royal is pleased to offer these creative executions in a tailored format for all 2026 Australian Food Awards Champion Trophy and Major Trophy winners.

Contact food@melbourneroyal.com.au
for further information.

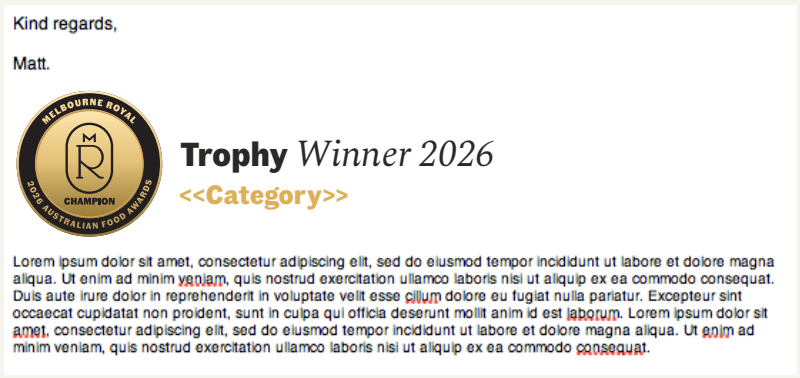
Champion Trophy *& Best In Class* **Winners**

Melbourne Royal is pleased to offer all creative executions in a tailored format for all 2025 Australian Food Awards Champion Trophy and Best In Class Winners.

Champion Trophy



Trophy *Winner 2026*
<<Category>>


Kind regards,

Matt.

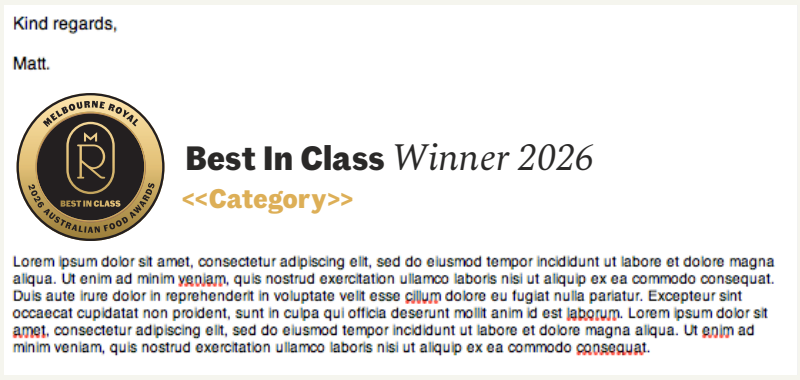
Trophy *Winner 2026*
<<Category>>

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Best In Class



Best In Class *Winner 2026*
<<Category>>


Kind regards,

Matt.

Best In Class *Winner 2026*
<<Category>>

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Media *Release*

Melbourne Royal distributes a media release featuring all major winners to mainstream media and trade press in the days and weeks after the awards are announced.

However, opportunities to connect with local and niche media outlets, as well as with suppliers and stakeholders, are often under-utilised.

The template on the following page is a great way to easily communicate the specifics around your win to your most important stakeholders.

Perhaps it’s five years in a row winning gold. Or maybe it’s a brand new product you have just released. There’s always a great story to tell about award-winning products - you’ve just got to find the unique parts of your story to tell.

Australian Food Awards **Key Messages**

1	The Melbourne Royal Australian Food Awards is one of the largest, national, industry-focused programs of its kind, inspiring and celebrating excellence in food production
2	The Melbourne Royal Australian Food Awards offers Australian producers broad opportunities to leverage their success locally and internationally with Melbourne Royal's national brand seal of quality
3	All producers who enter the Australian Food Awards have the opportunity to benchmark their products against their peers and gain valuable feedback from a panel of leading industry experts
4	After consultation with industry experts and feedback from producers, in 2026 the Melbourne Royal Food Awards featured four categories: Dairy, Preserves, Smallgoods and Branded Meat.
5	Champion Trophies will be awarded to the overall Small, Large and Victorian Champion Producer from each category

Media Release **Template**

The template visual shown here is an example only.

Local producer wins prestigious medal

Local producer (Insert name) is celebrating after winning (insert number and colour of medals) at the 2026 Melbourne Royal Australian Food Awards for their (insert product name or product category).

(Insert paragraph about business, such as “This is the third time the family-owned business has entered the prestigious competition, with this year its most successful yet.)

(Insert quote from business owner such as “We are thrilled to be a gold medallist, as it really confirms that all the hard work is paying off and our products really are of a high standard,” said Jo Bloggs, business owner)

The Melbourne Royal Australian Food Awards offers Australian producers broad opportunities to leverage their success locally and internationally with Melbourne Royal’s national brand seal of quality.

Entrants have the opportunity to benchmark against set criteria; receive invaluable independent feedback from industry experts; and be rewarded for excellence.

Customers looking to purchase the award-winning products are encouraged to visit (insert retailer) or visit (insert website or e-store) for more information.

For all enquiries including photo or interview requests, please contact (add details of business owner or representative)

Contact *Us*

Oskar Long
Manager, Food & Beverage Awards
food@melbourneroyal.com.au

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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