



MEDIA RELEASE
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PERTH ROYAL FOOD AWARDS... THE BEST OF THE BEST!

The Royal Agricultural Society of WA (RASWA) launched its much-anticipated Perth Royal Food Awards today with some of WA's top producers of bread, wine, beer and dairy, along with relevant stakeholders, media and VIP guests attending the launch to partake in a taste tempting grazing table in the Wilkinson Gallery at Claremont Showground.

RASWA are incredibly proud of every entry and award winner that has come through the gates over the years under the Premium Produce Awards banner, but the time has come to reposition the awards to ensure consumers easily identify with the quality award winning produce offered by WA producers.

The newly named Perth Royal Food Awards is more than just a name, it represents so much more. "Re-naming the awards will ensure our award winners are easily identifiable to the consumer. From now on, every winner can associate themselves with not only being crowned an award-winning producer in their market, but also, they can align themselves with the best of the best." said RASWA President Paul Carter.

The Royal Agricultural Society has always maintained a vigilant stance on the credibility and integrity of the food awards. It is RASWA'S utmost priority to ensure the highest standards are upheld, with everything from the judging process to the finished product that consumers see on the shopping shelves. For RASWA, it's integral to return the benefits back to the farm gate... WA agriculture, WA farmers, WA producers are held in the highest esteem.

RASWA launched further new initiatives at the Perth Royal Food Award launch today; an 'Award Artwork Promotional Kit' for each award winner has been developed, outlining all marketing and promotional opportunities, with detailed information on the how, what, where and who in advertising, marketing, PR and of course.... digital and social platforms. Another great injection into the awards is the release of two new categories, for lovers of sausages and chocolate these will compete for the first time this year, with future competitions to include distilleries, coffee, cider and smallgoods.

RASWA believe the addition of consumer faced awards will continue to grow and enable WA's rich and diverse markets to increase its consumer support. To showcase the best in WA is the priority and it's time to expand the portfolio, what better way than to have the best sausages and chocolates in WA?

The Perth Royal Food Awards are held between July and September each year, leading into the IGA Perth Royal Show. This year, the IGA Perth Royal Show will kick off on September 23rd for 8 amazing, fun-filled days and nights.

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