

SPRING GROVE CONTINUES TO DELIVER ON QUALITY & CONSISTENCY

Results were announced on Monday after Australia's best-known beef brands went head-to-head at the 2015 Sydney Royal Fine Food Awards. Over 30 exhibits were entered into the annual Branded Beef Competition and Spring Grove continued to perform well against its competitors.

Spring Grove earned Silver in the grassfed beef category for the second year running, solidifying the brands position as a leader in quality and consistency.

A premium HGP-free product, Spring Grove is owned by award-winning processor, Atron Enterprises. The product is graded in the upper tier of the rigorous MSA grading system and sourced from the Northern Rivers region of New South Wales.

Atron's Managing Director, David Larkin, said "The quality of Australian grassfed beef is exceptional; you need to produce something really special to earn a medal in a competition like this."

Mr Larkin congratulated the Bindaree Beef Group on an outstanding performance which included two Gold medals in the grassfed category and overall Grassfed Champion. "I appreciate the effort that goes behind designing, producing and overseeing a successful branded program and I commend them on a strong and successful result."

The Sydney Royal Fine Food Awards recruit high-calibre judges who are recognised as experts within their profession. Judging is based on flavour, juiciness, tenderness and mouth-feel. Raw visual appeal and texture are also key considerations. A medal provides the winning brand and its consumers with an independent mark of quality and excellence.

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