

# CONDABRI BEEF – THE SHINING STAR OF BURGERMARY’S CARNIVORES BALL

BurgerMary’s Canivores Ball, the ultimate event for the discerning meat enthusiast, is coming to Sydney on August 16th. And the shining star of the menu this year is Condabri beef.

Underpinned by MSA, Condabri is the flagship brand of innovative, family-owned beef processor, Atron Enterprises, who won the NSW Premiers’ Export Award for Agribusiness in 2012 and 2013. Condabri has been a regular medal recipient at Royal Food shows around the nation since its launch in 2011, with demand for the premium grain-fed brand in restaurants and steakhouses increasing steadily since then.

Late last year, Condabri made its mark on the restaurant scene in the Middle East after becoming a permanent fixture on the menu at Marco Pierre White Grill, Dubai. Atron’s CEO, David Larkin, said “Condabri has been very well-received in markets all around the world, and we’re proud to have our product supported and endorsed by some very talented and well-known chefs.”

The Carnivores Ball calls upon fine local producers and chef talent in a Texan-style culinary celebration of all things meat. Atron’s CEO, David Larkin, said it was an honour for Condabri to be chosen as the feature item of the events meaty menu.

As Condabri gets ready to launch into Australia’s retail market later this year, David said he was looking forward to showcasing Condabri to a captive audience of meat enthusiasts at the Carnivores Ball. “The event is such a fun and unique concept, and fits well with the philosophy of innovation that has underpinned Condabri’s success so far”, David said.

Tickets for the Carnivores Ball are available online via BurgerMary’s website [www.carnivoresball.com.au](http://www.carnivoresball.com.au)



**Media Contact**

Lauren Bakker – Marketing & Communications Manager  
 Atron Enterprises  
[lauren@atron.com.au](mailto:lauren@atron.com.au)  
 03 8742 6225 | 0447 002 505

**CARNIVORES**  
 **BALL** 

**CONDABRI**

**ATRON**  
**ENTERPRISES**  
 QUALITY. GUARANTEED. NATURALLY.

