



Call for chefs to steak their claim

24 June 2010



The competition that sets out to find Australia's best chef when it comes to presenting the perfect steak is on again.

Pepperjack Wine is calling on chefs from pub, club and restaurants in Australia to put their skill to the test in its quest to find the country's best steak in its 2010 Pepperjack Battle of the Steaks.

[Melbourne Dining](#)

Get Amazing Daily Deals For Restaurants, Spas, Events And More!

www.LivingSocial.com

[Steakhouse Restaurant](#)

13 Different Steaks, Flame Grilled Waterfront Dining at Docklands, Vic

www.steakhouse.net.au

[Win Prize](#)

Toss the Coin, Hold the Banner, Win \$5000 with HSBC. Enter Online Now!

Hawks.HSBC.com.au

[Festival](#)

You will tap your feet & roar with laughter at Canada's festivals!

au.canada.travel/festivals



Ads by Google

Now in its second year entries are now open across three categories—restaurant, club and pub with numbers of entries expected to be double those of last year.

Throughout August and September, any patron who visits a participating venue and has a glass of Pepperjack red wine with a steak will be encouraged to vote via SMS for their favourite steak venue.

Promotional Pepperjack kits including aprons, posters, tent cards and steak knives will be available to participating venues nationally to help drive patron interest (and votes) in-venue.

The overall top pub, club and restaurant nationally at the conclusion of the competition period will each receive a \$20,000 prize and will then go head to head in a final national cook off for the prestigious title of Pepperjack's National Steak Champion.

Last year's Pepperjack's Battle of the Steaks champion was Belmondo Ristorante, a small Italian restaurant in the Adelaide suburb of Holden Hill which competed against more than 300 venues across Australia to take out the major prize. John Spagnoletti, former owner of Belmondo, said he initially thought they had no chance competing against some of Australia's finest restaurants.

"Belmondo is just a suburban restaurant in the outskirts of Adelaide, we were really punching above our weight compared to the size and calibre of other entries. But I always believed we delivered quality, and knew once we got into the state finals we had it in the bag," said Spagnoletti.

"The recognition of having Australia's best steak from the Pepperjack Battle of the Steaks, meant a lot and we have had a year of customers visiting us just for the steaks and congratulating us on the win—and sales of our steaks have increased 10 fold!"

Already signed up for 2010 are businesses including The Malvern Hotel (VIC), Butchers Grill (VIC), Club Totem (NSW), and Daniel's Steakhouse (NSW). Venues can register their interest in competing by contacting their local Foster's representative on 132 337.

The website battleofthesteaks.com.au will go live from August 1 for consumers to vote.

Subscribe to our free newsletter



Events

Polls

- [2010 ASCA Cheese Show](#)
21 August 2010 | Palladium Room, Crown complex, Melbourne
- [Fine Food Australia](#)
13 September 2010 | Melbourne Convention and Exhibition Centre
- [Sydney BarShow 2010](#)
21 September 2010 | Royal Hall of Industries Moore Park Sydney
- [Australian Bar Awards](#)
22 September 2010 | Grand Ballroom, Hilton Sydney
- [Irresistible Gluten Free Show](#)
02 October 2010 | Melbourne

