

# Hereford Beef Wins the Best Food & Drink Product from Herefordshire

Hereford Beef came out on top at the The Flavours of Herefordshire Awards night, held at the atmospheric Lyde Court. The Awards ceremony was compered by Mark Edwards from Sunshine Radio.

TV Celebrity Jules Hudson, Herefordshire's newest resident, presented the winners of the prestigious Flavours of Herefordshire Awards 2013 at a special sparkling awards dinner.

The Flavours of Herefordshire Awards, now in its 14th year, celebrates the best of food and drink in the county. The aim is to encourage, recognise and award not only local restaurants, pubs, hotels, cafes and bed & breakfasts who used and promoted products from local suppliers/producers but also the producers themselves.

Gold winners were intrigued to receive their individually crafted plaques made from the same oak timber used to make the "The Hereford Bull" – the replica Wye Trow seen in the Diamond Jubilee Pageant on the Thames. Sally-Ann Roberts, Managing Director of Visit Herefordshire explained "The Queens Jubilee celebrations were tremendous throughout the county last year – and it seemed fitting to commission the plaques using an artisan craftsman with the same materials".

Results for the Best Food & Drink Product from Herefordshire:

All 35 products were scored individually and judged on look, smell, taste, provenance and products had to have "a strong sense of Herefordshire".

Scores were tallied up at the end to produce the results and prizes were awarded to the overall winner and the Gold, Silver & Bronze categories.



*Spinney Dublin sire of the winning beef in Best Product from Herefordshire*

Overall and Gold Award Winner

Twenty one Day Dry aged carvery Rib of Pedigree Hereford Beef supplied by Neil Powell Butchers, Ewyas Harold, Herefordshire. The beef was produced from a pure-bred 19 month old heifer bred by R.A. Bradstock & Partners, Free Town Herefords, Tarrington. The heifer was sired by Spinney Dublin, bred by Breed Chairman Richard Mann, Spinney Herefords, who was judged Grand Male Champion at the Hereford Autumn Show & Sale in 2009. The heifer was slaughtered at a liveweight of 575kg and killed out at 54%, providing a cold carcass weight of 311kg.



*Free Town Herefords still producing top quality beef after over 100 years*