

THE INTERNATIONAL
COASTAL LAMB
CHALLENGE

Create a dish that partners
Coastal Lamb with an
element of seafood.



Dish by Nikolaos Lekkas from NUO, Beijing



ABOUT THE CHALLENGE

ENTRY FORM



WHAT'S INVOLVED?

Coastal Lamb invites your restaurant to enter the Coastal Lamb Challenge by creating a dish that partners Coastal Lamb with an element of seafood. You may use any Coastal Lamb or Coastal Spring Lamb cut for your dish **excluding** a lamb rack. For additional points the dish must also be included on your menu with a specific mention of Coastal Lamb.

The countries invited to enter this competition are Vietnam, Hong Kong, Singapore, China and Japan.

All entrants will automatically gain membership of our Coastal Club with the following benefits:

- A community of Chefs and Coastal Lamb farming families.
- Monthly feature on a dish created by one of the chefs worldwide using Coastal Lamb.
- Features from our farming families.
- The opportunity to be hosted by our farming families if visiting New Zealand.

MARKING CRITERIA

The competition will be judged by a panel using the following criteria:

- Presentation 60%
- Dish inspiration 20%
- Dish description 10%
- Coastal Lamb mentioned on the menu 10%

The **judging panel** will be comprised of two renowned New Zealand food writers, a representative from our media partner, Beef + Lamb New Zealand General Manager, Ashley Gray and Coastal Lamb founders, Richard and Suze Redmayne.

THE PRIZE

The winning Chef will receive a fully hosted week long stay in New Zealand, from the 10 - 17th February 2020, including return airfares.

- You will be hosted on our family farms where you'll enjoy an unique insight behind the farm gate.
- A "Four Hands" dinner event with the winning New Zealand Chef attended by Coastal farmers and invited media.



Castlepoint Station
Crofoot family

Restaurant/hotel name: _____ Restaurant/hotel website: _____

City: _____ Country: _____

Chef's name: _____

Email: _____ Mobile: _____

Social handles (Wechat/Instagram): _____

Dish description: _____

Dish inspiration: _____

Please provide a testimonial of your experience using Coastal Lamb: _____

Classic Fine Foods salesperson: _____

Once completed please send this form to tunnelhill@extra.co.nz and ensure you have also included:

- A hi-res photo of the dish, if applicable (2MB minimum size)
- A photo of the chef with the branded Coastal Lamb cut
- A PDF of your menu which features the dish and has Coastal Lamb mentioned within it

Please note:

The entry content will be available to use by Coastal Lamb Ltd.
You must be a current customer of Classic Fine Foods and your Classic Fine Foods salesperson should be named on your entry.
This competition is open from 30th June 2019 to 31st October 2019.
Completed entries must be received by 1st November 2019 and the winner will be notified via email by the 15th November 2019.



Dish by Nobu Lee from
Clooney, Auckland



THREE HATS

COASTALLAMB.COM

