

THE NEW ZEALAND
**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



Ben Luoni - mobile 0275 895 111
Email: ben@chefschoice.co.nz

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.

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.

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 judges will select three dishes to taste in mid November which will decide the New Zealand winner.

THE PRIZE

- \$5,000 will be awarded to the winning restaurant / Chef
- The winning Chef will partner with the international winner in the "Four Hands" dinner event (during the 10 - 17th February) attended by Coastal farmers and invited media.

Castlepoint Station
Crofoot family

Restaurant/hotel name: _____

City: _____ Website: _____

Chef's name: _____

Email: _____ Mobile: _____

Social handles (Facebook/Instagram): _____

Dish description: _____

Dish inspiration: _____

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

Chef's Choice 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 (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 Chef's Choice and your salesperson should be named on your entry.

This competition is open from 1st August to 8th November 2019.

Completed entries must be received by Friday 8th November 2019.



Dish by Nobu Lee from
Clooney, Auckland



THREE HATS

COASTALLAMB.COM

