

MEDIA RELEASE

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ALLIANCE GROUP'S PURE SOUTH STARS IN ASIAN FOOD SHOW

Alliance Group's Pure South premium lamb and beef products have starred in the final of a top Asian TV network cookery competition.

Pure South was the key sponsor for the finale of the Food Hero 2016 competition, which aimed to find the next food host talent for leading network channels Food Network and Asian Food Channel (AFC).

The Asia-wide competition for foodies who love cooking, preparing and presenting their favourite dish saw contestants post videos filmed on their mobile phones. Four finalists from Malaysia, Thailand and the Philippines then battled it out at Singapore's leading restaurant, White Rabbit, in front of invited guests, media and food bloggers.

Each finalist had the option of using Pure South beef tenderloin or Pure South French lamb rack with the winner, Anton Amoncio of the Philippines, impressing judge with his culinary masterpiece. He won a cash prize, a gift from Pure South and his own cooking programme on the two Food Network channels.

The region's leading food-focused channel, AFC, is available in more than 10 countries in the Asia Pacific region.

Murray Brown, General Manager Sales at Alliance Group, said: "This is very good brand outreach for us. The channels have a very large following across South East Asia and there was strong visibility of Pure South products at the final, as well as tastings for the audience, which included media and members of the food industry."

Food Hero Asia is also producing further videos featuring Pure South products for broadcast on the Asian Food Channel and Food Network, he said.

The winner of Food Hero 2016 will join lifestyle programming leader Scripps Networks Interactive as its newest talent on Asian Food Channel and Food Network. For more details, see www.foodhero.asia or www.asianfoodchannel.com.

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NOTES TO EDITOR

The event was held on 20th October 2016.

Alliance Group is a co-operative owned by approximately 5,000 farmer shareholders and is the world's largest processor and exporter of sheepmeat.



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