



**BEEF AND LAMB EXCELLENCE AWARDS  
ASSESSMENT GUIDELINES  
AND FAQs**

---

## FAQS

We have put together some extra information, tips and guidelines so that you can maximise your entry into the Beef and Lamb Excellence Awards.

### I have applied for the Award now what happens?

Your entry will be confirmed by Beef + Lamb New Zealand Inc. and you will be reminded of the restaurant assessing dates via an email. The restaurant assessors will visit your restaurant anonymously at any time during the three-month assessing period, which runs from 25 August to the end of November.

### Why did I have to pay to enter the Beef and Lamb Excellence Awards?

Beef + Lamb New Zealand Inc. is a not-for-profit organisation which is voluntarily funded by farmers, processors and meat retailers. The entry fee contributes towards the cost of running the Awards, however you do recoup this cost by the two to four covers taken from the anonymous restaurant assessors, who dine as regular customers ordering two or three courses and wine.

### Should front of house staff be briefed we have applied for an Award?

It's a good idea to let your front of house team know that your restaurant has applied for the Award and that any of the guests coming in to dine could be the anonymous assessors. We will send you a notice to print out and put on the staff notice board so that all staff are aware their restaurant is being assessed for the Award.

### Can I change my menu during the restaurant assessment period?

Yes you can change your menu during the assessment period, providing you still keep a beef and a lamb dish on the menu. Remember the Award is about achieving a consistent standard of cookery from any beef or lamb dish.

### Can I create a special dish for the assessment period?

Yes you can, however it should be noted that if you have several beef or lamb dishes on your menu any of these could also be assessed. If you do create a special beef or lamb dish to be served throughout the restaurant assessing period please let us know. This is also a wonderful opportunity to tell your guests about your beef and lamb dishes and that you are hoping to secure an Award for them. Brief your front of house staff about your beef and lamb dishes so they can tell customers about them, when guests are deciding what to order.

### What if I have a problem with my beef or lamb supply?

If you have a problem with a supply of either product, then please get in touch with Beef + Lamb New Zealand Inc. as soon as possible. If we know there is a problem, we can delay the assessment until you have your supply back up and running.

## Menu Descriptions

Participating restaurants should check that the beef and lamb menu descriptions are a true and accurate description of what will be on the plate. If there are minor or seasonal substitutions made, ensure the service staff inform the guest prior to taking their order. Restaurant assessors will often note down that ingredients were substituted and what they ordered was not what was received.

### What happens if the chef leaves the restaurant during the assessment period?

If this happens, please let Beef + Lamb New Zealand Inc. know straight away. If the sous chef steps up into the head chef position, we will continue with the assessment process. Otherwise we can delay your assessment until your new head chef is appointed.

### What happens if I achieve the Award, but then leave the restaurant?

You should notify Beef + Lamb New Zealand Inc. as soon as possible. The gold plate belongs to the restaurant and they will need to be reassessed under the new chef to ensure the standard is still being reached. Each chef receives a certificate for achieving the Award which they can keep and take with them to their new job.

### Is this a competition with one overall winner?

The Award is not a competition but a national campaign to determine and recognise excellence based on assessment of the restaurant's beef and lamb dishes. If you reach the standard to achieve the Award you will join a group of like-minded chefs and restaurants around New Zealand who have also reached the standard by preparing and serving excellent beef and lamb dishes.

### How do I become a Beef + Lamb Ambassador Chef?

The first step to becoming an Ambassador for Beef + Lamb New Zealand is to enter the Beef and Lamb Excellence Awards. Once all the results are compiled we look at the top scoring chefs and the creativity of their dishes. We choose five chefs from a wide geographical spread across New Zealand to go on and be the innovative leaders in cooking New Zealand beef and lamb in the foodservice sector for the year.

### What happens if I don't achieve the standard to receive the Award?

We understand that this is very disappointing for chefs and restaurants who do not achieve the standard. Please remember that both the beef and the lamb dish must reach the standard in order to achieve the Award. We will provide you with written feedback from our culinary trained assessors with a dish description and why the dish failed to meet the standard. Upon request we can always provide a date on which the dishes were assessed which can be helpful to see if there was any underlying problem in the kitchen during this time.

### Can I reapply for the Beef and Lamb Excellence Award?

Yes, you can apply the following year for the next round of Awards if you are unsuccessful.

## ASSESSMENT GUIDELINES

The following are guidelines of how the Beef + Lamb New Zealand culinary trained restaurant assessors are asked to assess each restaurant dish. Remember they are looking for excellence in both your beef and lamb dishes.

### 1. Presentation and composition based on the style of dish

- First impressions count so is this dish eye appealing and well-proportioned on the plate?
- Is there a nice pop of colour on the plate?
- Is there a variety of textural elements included in the dish if appropriate?
- Is the meat visible and the hero of the dish?
- Does the dish description on the menu match what is served?

### 2. Taste and accompaniments

- Is the meat seasoned correctly?
- Does the flavour of the meat shine through without being overpowered by other flavours on the dish?
- Are the other dish components well executed and flavoursome in their own right as well as complementary to the meat?
- Does the dish have an overall harmony of flavour?
- If there are accompanying sauces or jus are they well executed with depth of flavour?

### 3. Meat preparation and cooking

- Is it cooked correctly and appropriately rested?
- Is there good caramelisation on the meat if appropriate for the cut?
- Is the meat appropriately lean and tender?
- Has the cut of meat been prepared and trimmed correctly?
- If appropriate for the dish, has the meat been carved correctly for serving and presentation?
- Is the meat served at the correct temperature on a warm plate?

### 4. Overall Appeal

- Is the overall dish well thought-out?
- Does this dish showcase creativity using New Zealand beef and lamb?
- Would you return to eat this dish?

If you have any further questions about your entry into the Beef and Lamb Excellence Award or about the assessment process please contact [lisa@beeflambnz.co.nz](mailto:lisa@beeflambnz.co.nz)  
Phone: 0800-733-466

**BEEF + LAMB**  
NEW ZEALAND