**AUSTRALIAN COUSINS ARE TAKING THEIR BEEF TO THE WORLD AND THE RESULTS ARE GOLD**

One ofAustralia’s highest quality steak brands, *Rosedale Ruby* has come home with a Gold Medal from the 4th annual World Steak Challenge held in London, UK.

Taking out top accolades for their pure Australian beef, is a significant win for the family led business who have been breeding their unique Angus Charolais cattle since the 1960s. The *Ruby Rosedale* brand was then born 8 years ago by cousins, Sam McNiven and James Millner, with a vision to continue to produce the finest beef and sell direct to discerning consumers around the globe.

For submission into the World Steak competition the duo meticulously selected and trimmed the best cuts they could find, however they never arrived in time as the container they were in got delayed at Rotterdam, so they had to rely on a client in Italy to send to London the Rosedale Ruby cuts he had in stock. The cuts that were then entered into the competition at the last minute was a Striploin and Tenderloin. Remarkably the Striploin received the Gold Medal and the Tenderloin got the Bronze. Mr McNiven said the accolade shows the great consistency of their Angus Charolais beef.

“The team is thrilled to receive this global recognition confirming *Ruby Rosedale* and our breed to be truly world class.”

The location of their other farms are in Central and Northern New South Wale and “Rosedale” where James lives, near the town of Orange, is Australia’s oldest Charolais stud winning countless awards since the 1970s.

James Millner said “over decades of careful genetic selection enables us to consistently produce high quality beef without compromising on the operational performance, quality and animal welfare. This is and always will be our primary focus. To deliver a unique eating experience we closely control and personally oversee every aspect of our vertically integrated supplychain.

Two category wins from the World Steak Challenge not only showcases *Rosedale Ruby*’s success globally but also endorses Australia as a leader in quality beef production. Domestically, *Rosedale Ruby* places consistently in the top five percent of beef produced in Australia. The rigorous testing is undertaken by the MSA (Meat Standards Australia) who determines the leaders based on 16 specifications including, marbling, PH level, fat content and more.

Never faltering in their standards, the cousins have set a new benchmark in the industry for quality control - for example, using ultrasound technology to detect if their cattle have developed certain marbling qualities at just 12 months of age. If the animal does not have the required intramuscular fat they are excluded from the breeding herd in order to protect the unique bloodlines. The end product is beef with the desired marbling effect and the finest flavour profile across all cuts. From the very beginning the cousins have opted for a wholly honest practice, ensuring all *Rosedale* Ruby products are 100 percent hormone and chemical free. The transparency of their unique paddock to plate process has spiked overseas demand, with exports rising to account now for 80 percent of their market supplying over 40 countries worldwide. 20% of Rosedale Ruby is still being supplied to the high end domestic market in Australian mainly throughout each of the capital cities.

Receiving the Gold Medal has topped off a great year for the brand and company who were also awarded in February The Weekly Times’s Australian Beef Farmers of the Year.

*Rosedale Ruby*, took on over 200 entrants from 22 countries at the prestigious international beef awards last month. Global participants in the awards included USA, Argentina, Canada, Australia, New Zealand, England, Ireland, Scotland, Wales, Denmark, Portugal, Germany, Poland, Finland, Switzerland, Sweden, Spain, France and Uruguay.

*Rosedale Ruby* is distributed in Melbourne through Flinders + Co Email: [www.flinders.co](http://www.flinders.co) Ph: 03 8393 0910

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**About Providore Global:**

With no added hormones and 100 percent chemical free, their young prime beef cattle are raised on native grasses and finished on hand-blended grains for up to 150 days at their pristine farms in NSW which ensures the finest flavor, quality and tenderness all year round. Read more at: <http://www.providoreglobal.com>

**For interview requests, more information and high-resolution images please contact:** Sam McNiven at sammcniven@providoreglobal.com