

\*News press release\*

10th November 2021

**Ireland takes home record-breaking haul of 46 gold medals in 2021 World Steak Challenge**

Ireland has notched up a record-breaking haul of 46 gold medals in the 2021 World Steak Challenge – a first for any country in the competition’s six-year history.

Irish meat suppliers ABP Cahir, Dawn Meats and Kepak and retailers including Lidl Ireland and SuperValu were among the winners to emerge triumphant at the annual competition, which was held at Dublin’s FIRE Steakhouse & Bar and supported by official host partner Bord Bia and official supplier Synergy Grill Technology.

The winners, who were announced online today [Wednesday 10 November], also included Irish meat exporters Ashbourne Meat and Liffey Meats, as well as Higgins Butchers, James Whelan Butchers, FX Buckley and Martin Jennings.

All the 46 gold-medal-winning cuts were reared on a grass-fed diet. Sirloin proved the most popular steak securing 19 gold medals, followed by rib-eye which won 16 and fillet which took home 11.

Irish Angus Cross was the most popular breed for the Irish steaks, followed by Hereford and Aberdeen Angus.

Speaking about the tally, Joe Burke, senior manager for meat at Bord Bia, World Steak Challenge official host partner said: “In the history of the World Steak Challenge, no country has ever secured this many gold medals.

“It’s a phenomenal amount, a real testament to the excellent quality of the beef produced here and the outstanding work of our dedicated producers and loyal customers putting Ireland well and truly on the map.”

The WSC awards are organised by William Reed Business Media, the publisher behind the World’s 50 Best Restaurants. The competition gives steak producers and suppliers the opportunity to showcase their product quality, breed credentials and processing standards on an international stage.

Other champions named in the 2021 World Steak Challenge included JN Meat International, which won the coveted Best Steak in the World title for a third time with a grass and chocolate-fed Ayrshire raised in Finland.

“We were thrilled to once again hold the World Steak Challenge,” Lorraine Hendle, MD of the retail, manufacturing & hospitality portfolio at William Reed Business Media, said.

“Not only did we receive a record number of entries but the calibre of steaks entered into this year’s event was absolutely exceptional and fiercely contested.

“We didn’t think it was possible for the bar to be raised any higher. We were wrong and can’t wait to see what 2022 has in store.”

For a full list of winners, visit <https://worldsteakchallenge.com/live/en/page/winners-2021>

**NOTES TO EDITORS**

**World Steak Challenge Facts**

* The World Steak Challenge (WSC) gives steak producers and suppliers a much-needed platform to showcase product quality, breed credentials and processing standards on an international stage.
* Bord Bia, the Irish Food Board is the official host partner, FIRE Steakhouse & Bar is the judging host and Synergy Grill Technology is the official supplier.
* The WSC, which has been running since 2015, returned this year after the 2020 event was postponed due to the pandemic.
* The World Steak Challenge (WSC) is organised by William Reed Business Media (WRBM) the publisher behind the World’s 50 Best Restaurants and the International Wine Challenge, as well as leading business food and drink publications
* For more information visit:
<https://www.worldsteakchallenge.com/>
* Instagram: @worldsteakchallenge
* Twitter: @WSteakChallenge
* Facebook: @WorldSteakChallenge

**Judging process background**

Judging is blind and conducted by an international panel of more than 50 independent experts including meat scientists, master butchers, grillers and specialist steak chefs**.**Each steak is judged on its own merits against internationally agreed criteria. Technical testing covers two areas: raw and cooked.

After raw analysis, steaks are cooked to medium and probed to a core temperature of between 50-55 degrees Celsius before being allowed to rest for five minutes and then sampled.

Steaks that achieve the highest gold medal scores in the technical element then enter the second stage of judging.

The scores awarded at this stage for each steak are added to the total from stage one to reach an overall score.

The steak with the highest total score is awarded the title of World’s Best Steak and its producer World’s Best Steak Producer.

An independent auditor and chair of the judges verify all results at each stage.

**Press enquiries**

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