

MEDIA RELEASE

Thursday, September 30, 2004

AND THE WINNERS ARE . . .

**Presentation of
The Vittoria Australian Food Media Awards, 2004**

The "who's who" of the Australian food media and food industry turned out in force on September 30 at the Four Seasons Hotel Sydney to pay tribute to their colleagues at the presentation of **The Vittoria Australian Food Media Awards, 2004**.

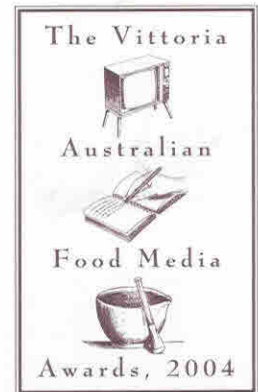
The flagship event of the Food Media Club Australia, these biennial Awards are the most sought-after industry accolades. The 2004 Awards mark the third Awards programme to be supported by Vittoria Coffee as Primary Sponsor, and this support has enabled the Awards to grow into the major industry event it has become.

The award for the coveted "Best Overall Contribution to the Communication of Food" went to the well-respected journalist and communicator on Australia's cultural and culinary diversity, Joanna Savill. The "Margaret Fulton Award for Outstanding Book of the Year" went to Guy Grossi and Jan McGuinness for *Grossi Florentino: Secrets & Recipes*, published by Penguin Group (Australia).

Les Schirato, CEO of Vittoria Coffee, believes that being technically correct is standard. "The winners of these Awards," he said, "are those who have pushed the boundaries with their own passion to generate new and interesting ways to communicate to Australians about food. We share this passion and are proud to be involved."

The Vittoria Coffee Award for "Best Coffee Experience" Communication went to Alan Dungey for "Sydney Coffee Academy", shown on *Sydney Weekender*, Channel 7.

Food Media Club President Peter Howard said, "What a night! These Awards are a true reflection of current trends and the continuing enormous interest in food and wine in this country. We are proud to be the parent of these Awards and to showcase outstanding Australian talent in the food and wine arena."



STEERING COMMITTEE

President FMCA Peter Howard
Chair Jo Anne Calabria
Chair of Judges Mary Atkins
Event Management Pam Seaborn
and Immediate Past President
Lyndey Milan

GENERAL ENQUIRIES

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The black-tie presentation dinner was attended by 450 guests. It was a night of nights for Australian food and wine writers, publishers, radio and television producers and presenters, and the wider food industry. They enjoyed a selection of special wines from Brown Brothers, award-winning cheeses, Grand Marnier Scribe cocktails, fine food and coffee – Vittoria, of course.

Overseeing the night was the inimitable H. G. Nelson, direct from the Olympics and “The Dream” in Athens, and of course a well-known food expert. H.G.’s particular style, wit and insight into all matters food entertained the diners and provided lots of laughs. Dale Burridge sang the National Anthem and guests enjoyed the music of Matt Baker and his jazz trio. As a grand finale, each guest received a gift bag brimming with product from Vittoria Coffee and the generous sponsors of the Awards categories.

The outstanding and memorable menu was developed and the wines selected to seamlessly complement one another. The Executive Chef of Four Seasons Hotel Sydney, Marc Miron, said: “I am delighted to again be associated with The Vittoria Australian Food Media Awards. Given the success of last year’s event, it has been a great challenge to develop a new and innovative menu for a prestigious event such as this. The diversity of *fresh* Australian product has made the menu creation process a lot of fun.”

Hallmark of Excellence

The prestigious Hallmark of Excellence is available to all award-winners and their publishers or producers for use on books, newspapers, magazines, personal CVs, websites and television to highlight the excellence of their award-winning work.

The Awards Winners

The names and details of all award winners are attached. The winners in each of the 23 categories received a trophy and a cash prize, and each of the runners-up received a “Highly Commended” certificate. All recipients received beautiful flowers from the Sydney Flower Market.

For further information please contact:

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WINNERS OF THE VITTORIA AUSTRALIAN FOOD MEDIA AWARDS, 2004

Simon Johnson Award for Literary Excellence in a Food-related Book

Winner: Ian Parmenter for *Sheer Bottled Bliss*, published by HarperCollins

Highly Commended: Ian and Elizabeth Hemphill for *Herbaceous*, published by Hardie Grant Books

Barilla Award for Best Hard-cover Recipe Book

Winner: Guy Grossi and Jan McGuinness for *Grossi Florentino: Secrets & Recipes*, published by Penguin Group (Australia)

Highly Commended: Kylie Kwong for *Kylie Kwong: Heart and Soul*, published by Penguin Group (Australia)

Füri Knives Award for Best Soft-cover Food-related Book

Winner: Kylie Kwong for *Kylie Kwong: Recipes and Stories*, published by Penguin Group (Australia)

Highly Commended: Sophie Zalokar for *Picnic*, published by Fremantle Arts Centre Press

Australian Apple and Pear Growers Award for Best Soft-cover Recipe Book

Winner: Bill Granger for *bills open kitchen*, published by Murdoch Books

Highly Commended: Judy Davie for *The Food Coach*, published by Penguin Group (Australia)

Brown Brothers Award for Best Food & Wine Writing

Winner: Kathleen Gandy and Peter Bourne for "Fennel & Mushrooms", published in *Australian Gourmet Traveller WINE*

Highly Commended: Ben Moechtar for "Things to Note when Wine Matching", published in *Liquor Watch*

Australian Mushroom Growers' Award for Best Food Article

Winner: Matt Preston for "The Temple Kitchen", published in *Epicure, The Age*

Highly Commended: John Newton for "Fare Comment", published in *The Sydney Morning Herald*

Hahn Premium Award for Best Food Section within a Newspaper

Winner: *Good Living, The Sydney Morning Herald*

Highly Commended: *Epicure, The Age*

Merit Award presented to *Food & Wine, The Advertiser*

Harvest Award for Best Recipe Feature in a Newspaper or Newspaper Magazine

Winner: Stephanie Alexander for "Wobbly Science", published in *Epicure, The Age*

Highly Commended: Brigitte Hafner for "The Veal Deal", published in *Epicure, The Age*

Grand Marnier Award for Best New Writer – an encouragement award for a writer of less than five years' experience in food writing

Winner: Pat Nourse for articles published in the (sydney) magazine section of *The Sydney Morning Herald*, and *Australian Gourmet Traveller*

Highly Commended: Duncan Markham for articles published in *Epicure, The Age*

Vittoria Coffee Award for "Best Coffee Experience" Communication

Winner: Alan Dungey for "Sydney Coffee Academy", *Sydney Weekender*, Channel 7

Highly Commended: Noni Hazelhurst for "Who's for a Coffee?" *Better Homes & Gardens*, Channel 7

Le Cordon Bleu Award for Best Food-based Website

Winner: Elissa Walkley, Sydney Markets Ltd, for www.freshforkids.com.au

Highly Commended: Tim Pethic and James Ajaka, Nudie Pty Ltd, for www.nudie.com.au

Food Media Club Australia Award for Best Nutrition Writing

Winner: Sue Radd for *The Breakfast Book*, published by Hodder Headline Australia

Highly Commended: Catherine Saxelby for "Helping Overweight Children", published in *Super Food Ideas*

Dairy Australia Award for Best Food Article on an Australian Product

Winner: George Birón for "What a difference a cray makes", published in *Epicure, The Age*

Highly Commended: John Newton and Tim Pak Poy for "Down to earth", published in *Good Living, The Sydney Morning Herald*

Meat & Livestock Australia Award for Best Article on Culinary Tourism in Australia

Winner: Jane Adams for "Treasure Island", published in *Cuisine*

Highly Commended: Christine McCabe for "Earthy Pleasures", published in *Australian Gourmet Traveller*

Fine Food and Good Food & Wine Show Award for Best Recipe Writing (Advertising)

Winner: Caroline Westmore for SPC Foodservice Manuals

Highly Commended: The Donna Hay magazine team for "Slice of Heaven", *Helga's Gourmet Sandwich Guide*

MasterFoods Award for Best Food/Lifestyle Magazine Recipe Feature

Winner: Emma Knowles for "The Art of Cooking: Tarts & Pies", published in *Vogue Entertaining + Travel*

Highly Commended: The *Donna Hay* magazine team for "Out of the blue", published in *Donna Hay*

Kenwood Kitchen Appliances Award for Best Food Stylist/Best Food Photographer

Winner: Donna Hay and Con Poulos for images published in *Donna Hay*

Highly Commended: Kirsten Anderson and Ian Wallace for images published in *Australian Good Taste*

Crystal Bay Prawns Award for Best Print Food Advertisement

Winner: The *Donna Hay* magazine team for "Spirited Entertaining", a Mitsubishi advertising feature

Highly Commended: Caroline Westmore for "One green bottle", McCormick's seasoning blends

Food Media Club Award for Best Radio Food Segment

Winner: Victoria Hansen for "What's for dinner", Radio 2GB

Highly Commended: James Valentine, Catherine Saxelby, Maeve O'Meara, Matt Moran for "Relish", 702 ABC

The LifeStyle FOOD Channel Award for Best Television Food Commercial

Winner: David Morris and Warwick Majcher, Morris & Partners, for "My life as a dog", Sargents Pies

Highly Commended: Teresa and Paul Cutter for Campbell's Soups campaign

Sandhurst Fine Foods Award for Best Television Food Segment – the Bernard King Award

Winner: the production team of *bills food* for "Coconut blackberry slice – Cooking with Edie", presented by Bill Granger, The LifeStyle Channel

Highly Commended: the production team of "Feast - St Savva's Day", *The Food Lovers' Guide to Australia*, presented by Maeve O'Meara, SBS TV

The Margaret Fulton Award for Outstanding Food Book of the Year

Presented to: Guy Grossi and Jan McGuinness for *Grossi Florentino: Secrets & Recipes*, published by Penguin Group (Australia)

**Food Media Club Australia Award for
Best Overall Contribution to the Communication of Food
Presented to: Joanna Savill**