# WORLD BUTCHERS' CHALLENGE

The World Butchers' Challenge (WBC) is a butchery competition of epic proportions. With teams from across the globe battling it out for the title of the world's best, it's the ultimate mash up of passion, sport, food, skill, tension, rivalry and camaraderie, which makes for one compelling, thrilling and relevant experience.

#### COMMUNITY REACH

**SOCIAL / ONLINE** Facebook: Over 6,500

engaged followers

Instagram: Over 7,000 engaged followers

Extensive PR outreach achieving large amounts of

international media coverage. The 2018 WBC was covered by the BBC network, Food and Wine New

productions in New Zealand, Germany and France

York and was featured as national TV series

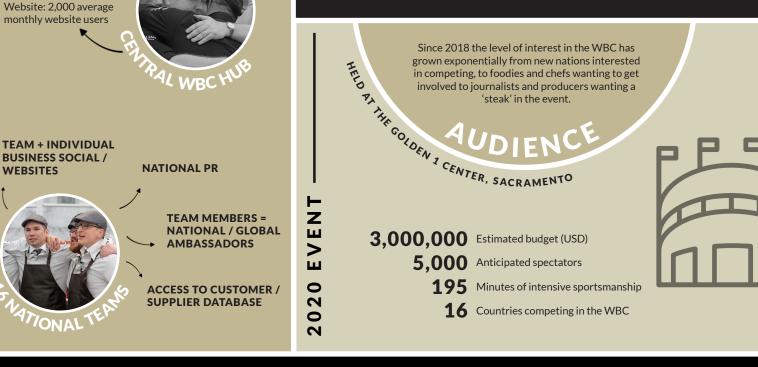
MEDIA

among many others.

# MORE THAN JUST AN EVENT

One of the things we're most proud of is the support network that this competition has fostered. Much more than just an event, it's about learning, sharing and believing in a greater good for the industry. We've also established the following initiatives:

- World Champion Butcher Apprentice & Young Butcher Competition (4th Sep 2020), 30 international competitors in each category.
- Multi-day study tour which precedes the event.
- 2018 published book, 1,000 printed and sold globally. 2020 to follow suit.
- 2020 World Butchers' Challenge All Star team.
- Category awards: World's Best Pork, Beef, Lamb, Chicken product; World's
  Best Gourmet, Beef, Pork Sausage.



### FROM HUMBLE BEGINNINGS...

The WBC was orginally established as a Trans-Tasman Test Match between New Zealand and Australia in 2011. Since then the competition has grown year on year with sixteen teams competing bi-annually and that's just the beginning. Through this competition, a global community has been cemented with life-long friendships formed, business opportunities unlocked and the overall trade benefiting from an injection of creativity and innovation. This is the time to get involved... before this rocketship seriously explodes.

## ... TO UNLIMITED HEIGHTS