

February 20, 2018

(For immediate release – Day 1 Asia-Pacific Incentives and Meetings Expo (AIME) Melbourne, Australia)

Royal ICC menu steaks its claim as one of a kind

The Royal International Convention Centre's (Royal ICC) 2018 menu takes the crown, serving award-winning steaks not offered at any other convention centre in the country.

For the very first time, the Royal ICC is able to offer 500 day grain fed Shiro Kin Wagyu on its menu. Derived from Fullblood Wagyu and sourced from Queensland's Darling Downs, it's renowned as one of the world's best steaks.

The Royal ICC is the only convention centre in the nation able to serve this Royal Queensland Food and Wine Show (RQFWS) gold-medal winning steak to groups of 20 to 2,000 people.

This premium menu item is a direct result of the Royal ICC's unique relationship with the Royal Queensland Food and Wine Show (RQFWS) and iconic Royal Queensland Show (Ekka). The Royal ICC is the only convention centre in Australia where guests can enjoy produce awarded gold, silver and bronze medals in these competitions.

Through this relationship the world-class chefs at the Royal ICC form close connections with the competition entrants - Australia's finest farmers and producers - learning the story behind each high quality ingredient used.

Another highlight of the 2018 menu is sustainably sourced Australian seafood, including for the very first time North Queensland cobia from the pristine waters of Alva Beach near Ayr. Tasmanian Huon Salmon and King Prawns from Mooloolabla on Queensland's Sunshine Coast are also proving popular menu items.

Speaking on the opening day of the Asia-Pacific Incentives and Meetings Expo (AIME), the Brisbane Showgrounds General Manager of Venue Sales and Marketing Jago Coyle said having direct access to some of the best produce in not only Australia but the world, benefited their clients.

"The Royal ICC is owned and operated by the RNA which has a unique 142 year association with farmers and producers through the Ekka and its food and wine show competitions," he said.

"This means we're able to offer our clients unique menus featuring award-winning ingredients which our chefs take pride in showcasing."

To view the 2018 Menu Compendium go to

<https://www.brisbaneshowgrounds.com.au/media/1643/royal-international-convention-centre-2018-menu-compendium.pdf>

The Brisbane Showgrounds precinct is located just 1.5km from Brisbane's CBD and is Queensland's largest indoor / outdoor events site.

For more information about the Brisbane Showgrounds visit www.brisbaneshowgrounds.com.au

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Media Release



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