



# FHA

## ULTIMATE MEAT CHALLENGE

24 - 26 APRIL 2024  
SINGAPORE EXPO



**COMPETITION  
RULES &  
REGULATIONS**

**FHA MEAT  
MASTERCLASSES  
PRESENTED BY MLA**

FHA Ultimate Meat Challenge is part of:



Platinum Sponsors:



Supported by:



Organiser:





# A pure product from a pristine environment

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**Nutrient-rich pastures**



**Blue skies & clean air**



**AUSSIE  
BEEF & LAMB**

# FHA ULTIMATE MEAT CHALLENGE

## 01. INTRODUCTION

This document sets the rules and regulations for the FHA Ultimate Meat Challenge 2024 (the “Competition”) which will take place at FHA-Food & Beverage, from 24 to 25 April 2024 at Singapore Expo, Singapore. It is the first-ever meat competition at FHA. Professional butchers and chefs will be challenged on their craftsmanship and creativity on the usage of lamb and beef during the Competition.

## 02. CONDITIONS OF PARTICIPATION

### 2.1 Qualification and Team Composition

This Competition is open to professional butchers, meat cutters, working culinary professionals, chefs in training. Each participant must be at least 18 years old at the time of registration.

This is a team competition and is open to competitors from any country and gender based on a first-come first-secured basis. Each participating team will have two (02) members, and both should represent the same country, region, institution, organisation, professional establishment, or association.

### 2.2 Nationality

Nationality which is used for registration will be taken as final. This is only applicable to competitors who hold multiple nationality passports.

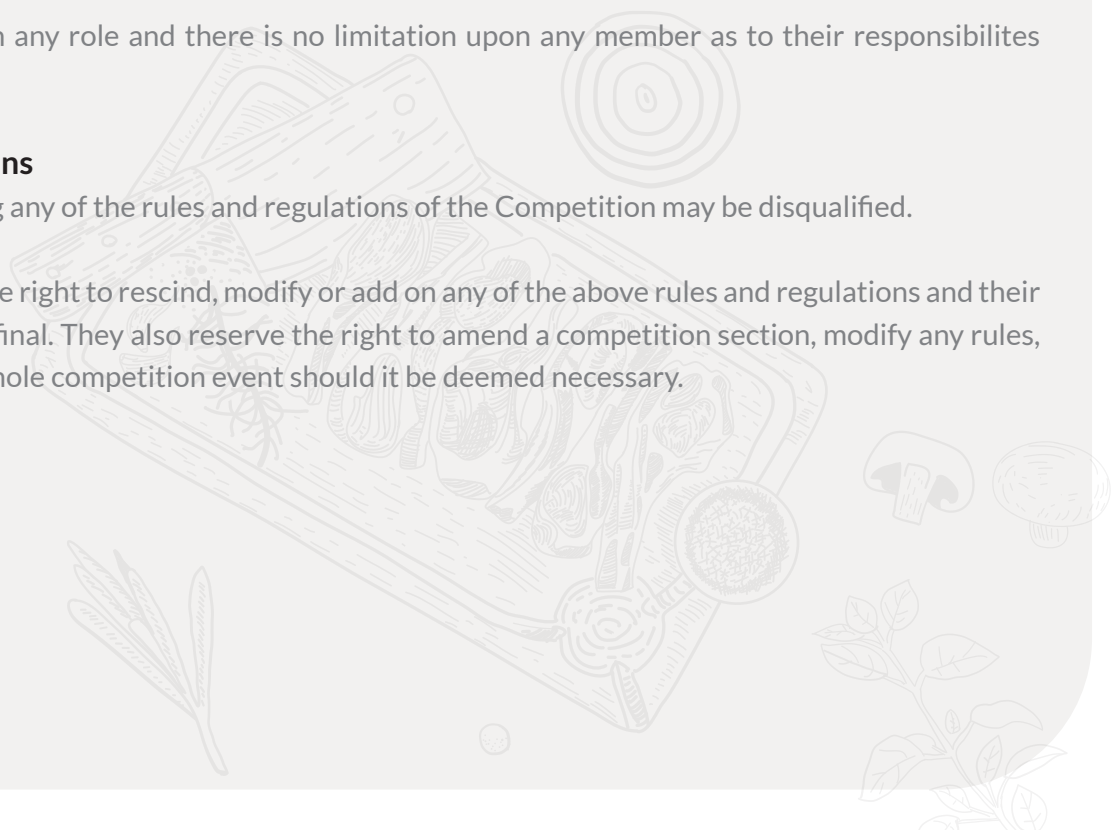
### 2.3 Team Roles

Each member can take on any role and there is no limitation upon any member as to their responsibilities within their team.

### 2.4 Terms and Conditions

Competitors contravening any of the rules and regulations of the Competition may be disqualified.

The Organiser reserves the right to rescind, modify or add on any of the above rules and regulations and their interpretation of these is final. They also reserve the right to amend a competition section, modify any rules, or cancel/postpone the whole competition event should it be deemed necessary.



### 03.

## REGISTRATION AND PARTICIPATION TIMELINE

Each team must fill in the registration form (in English) and complete the payment process upon registering. Participation teams to email [butchery@foodnhotelasia.com](mailto:butchery@foodnhotelasia.com) for registration forms and other information.

### PARTICIPATION TIMELINE

Registration Starts	04 December 2023
Registration Closes	31 January 2024
Confirmation of Participation	15 February 2024
Submission of Uniform Sizes	23 February 2024
Submission of Team Photos	23 February 2024
Submission of Menu	22 March 2024
Competition Dates	24 and 25 April 2024

Registration fee is SGD150.00 per team for international and local participants.

The registration fee is non-refundable if the Competition is cancelled for reasons beyond the Organiser's control or if an application is withdrawn by the competitor.

It is the participants' responsibility to advise the Organiser should they change employers or contact details to avoid having their registration withdrawn from the Competition without notice. Companies registering and paying for participants have the right to replace staff that leave their employment. Staff that have left the company are considered removed from the Competition registration list. The company can replace a competitor registered up to four (04) weeks prior to the Competition, should the competitor leave his / her employment before the Competition.

### 04.

## SELECTION AND PRE-EVENT PREPARATION

The first ten (10) to twelve (12) teams which complete the registration process will be admitted to the Competition. The teams that are accepted to participate in the Competition will be notified via email by the Organiser by 15 February 2024.

Upon confirmation of participation by the Organiser, all participating teams are to submit their uniform sizes and team photos by 23 February 2024.

All teams are required to submit their Competition menu by 22 March 2024, one month prior to the event.



## 05. THE COMPETITION

### 5.1 Competition Time

On the day of the Competition, all participating teams will have six (06) hours for the entire competition. They could plan their workflow accordingly to complete the Competition requirement. All preparation, cutting, chopping, dicing, seasoning, decoration, and display must be done within the set time frame including set up of any props.

### 5.2 Proteins

Each team will be provided with a lamb leg bone-in chump off and a beef D-Rump on the day of the Competition. Any meat protein products used for the Competition should be part of the meat supplied.

### 5.3 The Programme

The Competition programme consists of meat preparation and cooking a four-course meal for twelve (12) people.

## MEAT PREPARATION

Participants will be given a predetermined amount of beef (D Rump) and lamb (lamb leg bone-in chump off) to debone and cut into different varieties of cuts within a specified time limit. The cuts must be appropriate for cooking and presentation purposes.

Basic stocks and sauces must be created and seasoned with trimmings and bones of the meats given to competitors.

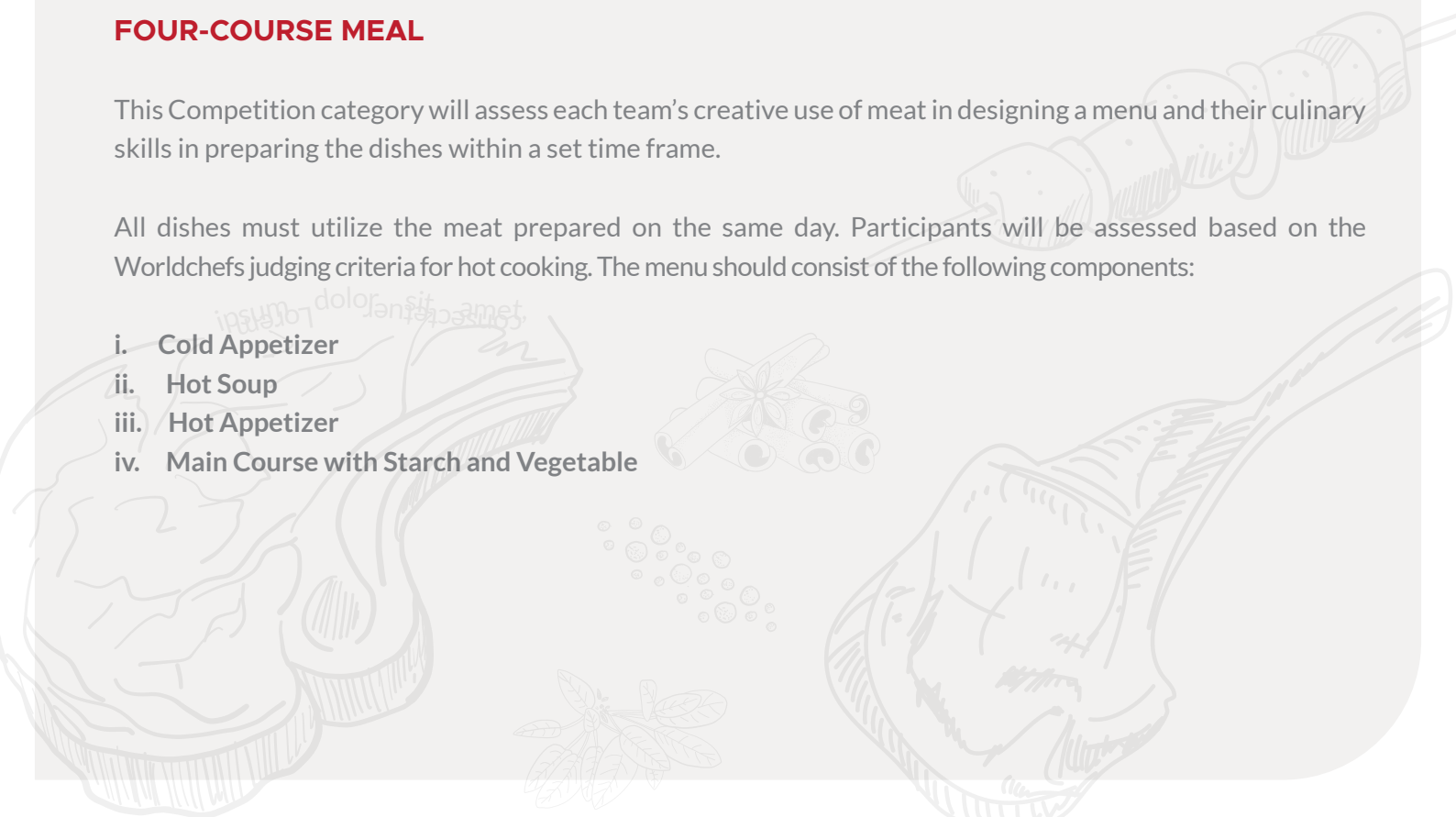
Each team is required to display the finished cuts and each cut must be accompanied by a description with the name of the cut and cooking instructions in English emulating a real butcher shop.

## FOUR-COURSE MEAL

This Competition category will assess each team's creative use of meat in designing a menu and their culinary skills in preparing the dishes within a set time frame.

All dishes must utilize the meat prepared on the same day. Participants will be assessed based on the Worldchefs judging criteria for hot cooking. The menu should consist of the following components:

- i. Cold Appetizer
- ii. Hot Soup
- iii. Hot Appetizer
- iv. Main Course with Starch and Vegetable



## 06. JUDGING CRITERIA

The judges will assign scores to each participant's dishes and a four-course menu based on the established judging criteria. The scores will be recorded and tallied to determine the winners. Judging will be performed based on WorldChefs judging criteria. By entering the Competition, all participants accept this condition. Any decision of the judging panel will be final and irrevocable.

As per the WorldChefs guidelines, judges will take into account the cleanliness and condition of the kitchen after each team completes their programme. Hygiene will be paramount in all areas. Judges will be monitoring matters relating to food waste and plastic waste. It is important to reduce the use of disposable plastic materials and packaging. Teams are advised to use dishwasher-safe plastic containers for food storage and minimize the use of vacuum plastic bags. Violation of the rules will result in loss of points from "Correct Professional Preparation". Points will be deducted for "Food Waste" if there is more than 10% of leftover at the end of the Competition.

### MEAT PREPARATION

The participants' performance will be evaluated based on the following criteria:

Hygiene & Food Waste	0 – 20 Points
Workmanship	0 – 30 Points
Presentation of Finished Cuts	0 – 20 Points
Variety of Cuts, Creativity, and Innovation	0 – 30 Points
<b>Total</b>	<b>100 Points</b>

### FOUR-COURSE MEAL

The participants' performance will be evaluated based on the following criteria:

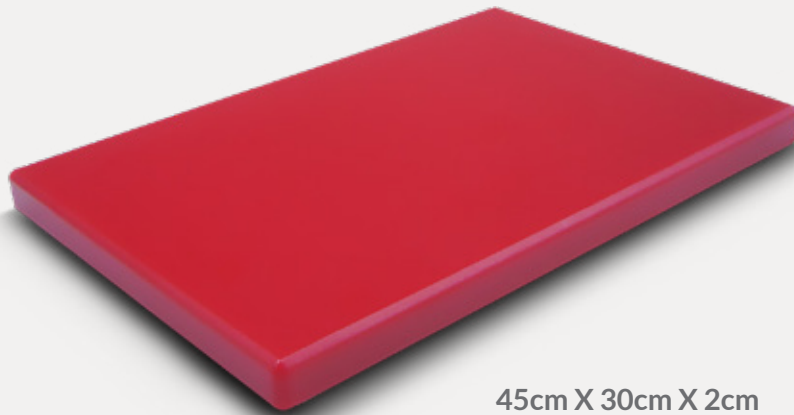
Mise-en-place	0 – 10 Points
Correct Professional Preparation	0 – 20 Points
Hygiene & Food Waste	0 – 10 Points
Taste & Texture	0 – 30 Points
Presentation	0 – 10 Points
Variety of Cuts, Creativity, and Innovation	0 – 20 Points
<b>Total</b>	<b>100 Points</b>



## 07. EQUIPMENT AND INGREDIENTS

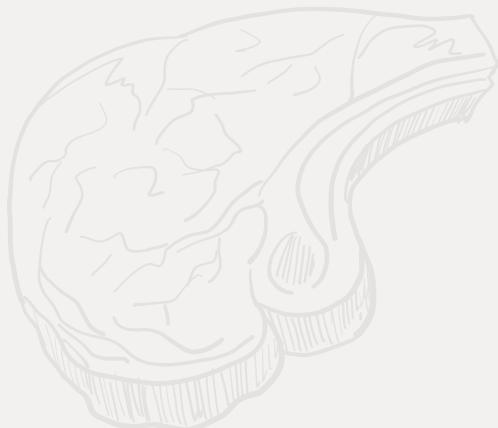
Each team will be provided with the following items by the Organiser or sponsors.

- > One (01) Stainless steel work top
- > One (01) Table for display, 1200mm or 1800mm length
- > One (01) Chiller to store finished cuts prior to judging
- > One (01) Combination oven
- > One (01) Induction stove with four (04) hobs
- > One (01) Sink
- > Chinaware to serve the four-course meal
- > Two (02) Red Chopping Board per team (See Sample)



45cm X 30cm X 2cm

*Competitors are to clean them after each session, and the boards will be collected back at the conclusion of the second round of the Competition.*



Please note that no electrical tools will be permitted. All tools, seasonings, garnishes, and decorations will be inspected to ensure that they are hygienically suitable for food use.

Any additional equipment to be brought in by the participating teams is to be approved by the Organiser prior to the Competition. Teams are required to write to the Organiser at [butchery@foodnhotelasia.com](mailto:butchery@foodnhotelasia.com) latest one (01) month before competition dates, with proper description of the equipment they wish to bring in, including information such as brand, model name, model number and voltage of equipment (eg. small handheld blender).

It is each competitor's responsibility to ensure that the electrical load onsite is not strained. Any competition team that causes power failure or interruption that may affect other competitors will incur demerit points.

Due to fire safety regulations, open flame cooking equipment and gas hobs are not allowed at the venue. Use of lighters, flambé torch, portable gas cartridge stove, candles etc. will be prohibited.

Candidates must ensure the kitchen is left in a clean condition. After obtaining approval from the kitchen judge, candidates are required to acknowledge the kitchen sign-out form provided during spot checks.

Permitted food to be brought into the kitchen at the start of the Competition:

- > Salad can be washed and cleaned, but not mixed or cut
- > Vegetables, fruits can be washed, peeled, cut but not cooked
- > Pumpkin, broad beans seeds can be removed
- > Tomatoes can be peeled
- > Bones can be cut into small pieces
- > Pastry sponge and doughs (savoury or sweet) can be brought in but cannot be cut in any format
- > Fruit pulps can be brought in but with no additives
- > Eggs can be separated
- > Decoration to be done onsite
- > Dry ingredients can be weighed and measured
- > Pasta and dough can be prepared but not cooked
- > Coulis-puree can be brought in but needs to be finished in competition

The cost of goods, foodstuffs, beverages decorations are at the expense of the respective participating team.





## 08. DRESS STANDARD & HYGIENE

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Standard uniforms (chef jackets / tops) will be provided for two (02) members of each team. All participants are required to submit their uniform sizes by the set timeline.

Standard chef hats, or competition sponsored hats must be worn. Individual event skull caps may be worn.

Safety style, non-slip footwear must be worn. Sport shoes are not allowed in the kitchen. It is compulsory to wear cut-resistant or steel gloves during competition.

No visible jewellery is to be worn except for a wedding band, ear stud (no more than 7 mm diameter) or sleeper (small rings). No watches to be worn in the Competition kitchen.

Male chefs should be clean shaven. Chefs with beards must wear a beard net. Chefs should be clean and showered and demonstrate good personal hygiene. Hair length which touches the collar, or falls below the collar, must be restrained, and covered with a hair net. Aftershave and perfumes must not be overpowering.

The Competition Organiser reserves the right to disqualify any team in case of non-compliance with the international hygiene standards upon decision of the head judge. The judges will check the temperature and the perfect condition of food.

## 09. INTELLECTUAL PROPERTY RIGHTS AND COMMITMENT

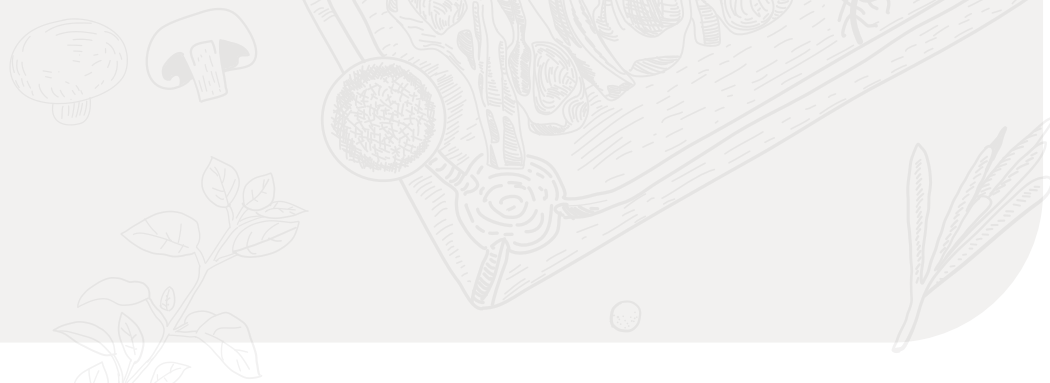
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By entering the Competition, competitors agree to take part in any publicity concerning the Competition at any stage including but not limited to photos, filming, and interviews. The competitors grant to the Organiser a non-exclusive, royalty-free, irrevocable, perpetual, worldwide license to use intellectual property rights whether registered or unregistered in any formats, including name, image, or likeness of the competitors for any business purpose, including but not limited to marketing promotion. Competitors will be requested to share feedback through a post-event survey form.

## 10. ENQUIRIES

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For enquiries, please contact the Organiser at [butchery@foodnhotelasia.com](mailto:butchery@foodnhotelasia.com).



# 11. COMPETITION SCHEDULE & AWARDS



Prizes will be awarded to the top participants based on their scores. The exact nature and value of the prizes will be determined by the Competition Organisers.

## AWARDS:

- i. Champion – overall winning team
- ii. 1st Runner Up
- iii. 2nd Runner Up
- iv. Best Deboning Skills – butcher with best cutting skills

Detailed competition schedule will be released closer to event date. All Competitors are required to report on time at the venue on the day of the Competition. Competitors who are not present at the scheduled time will be considered no-show and will be disqualified. Each team should complete their programme ten (10) minutes prior the time limit.

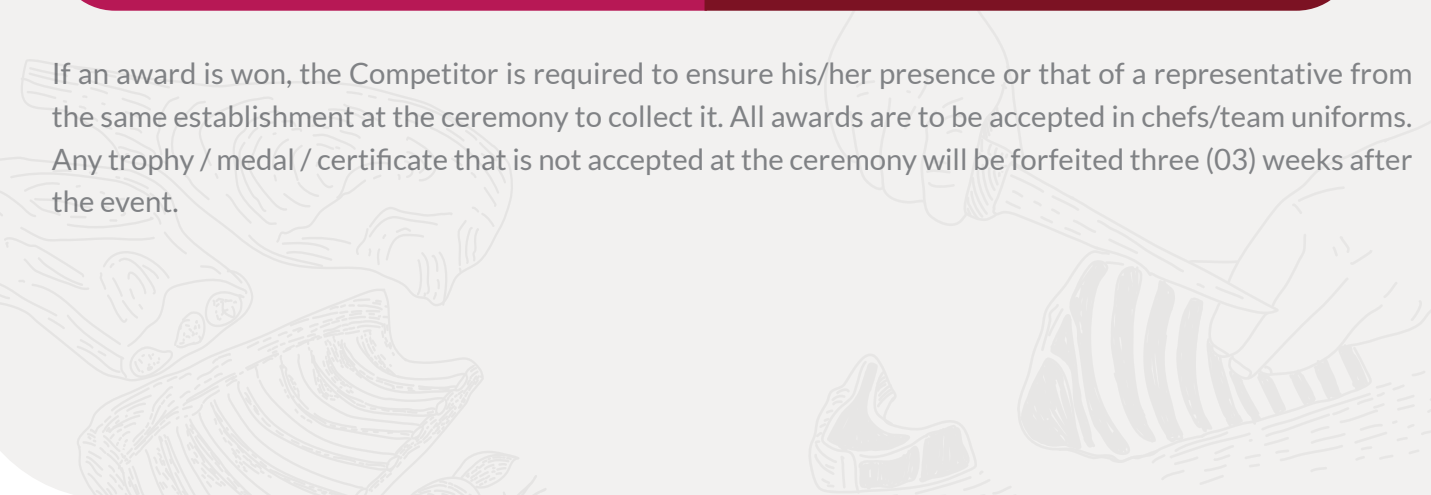
### WEDNESDAY, 24 APRIL 2024

TIME	ACTIVITIES
08.00am	Competitors to arrive Kitchen allocation Briefing by Head Judge
09.00am	Competition Starts Meat Preparation and Cooking of Four (04) Course Meal
03.00pm	Meal Service Commence
05.30pm	Competition ends

### THURSDAY, 25 APRIL 2024

TIME	ACTIVITIES
08.00am	Competitors to arrive Kitchen allocation Briefing by Head Judge
09.00am	Competition Starts Meat Preparation and Cooking of Four (04) Course Meal
03.00pm	Meal Service Commence
05.30pm	Competition ends Awards Ceremony

If an award is won, the Competitor is required to ensure his/her presence or that of a representative from the same establishment at the ceremony to collect it. All awards are to be accepted in chefs/team uniforms. Any trophy / medal / certificate that is not accepted at the ceremony will be forfeited three (03) weeks after the event.





## 12. JUDGES

### HEAD JUDGE

#### Otto Weibel

Chef Otto Weibel, a veteran in Singapore's F&B industry, led the Singapore Chefs' Association as President since 1990 and remains Honorary President Mentor from 2005. A respected figure globally, he's an approved judge for the World Association of Chefs' Societies, presiding over culinary competitions worldwide. Chef Weibel's accolades include Awards of Excellence (SCA 1999), Chef Restaurateur of the Year (International Foods Beverage Forum, 1999), Lifetime Achievement Award (World Gourmet Summit, Singapore, 2001), and the Gold Medal of Chaîne des Rôtisseurs (Paris, 2003).



#### Calvin Gung

Calvin Gung, with over 20 years in meat butchery, excelled at MLA and a top Taiwanese supermarket. Mentored by Japanese and Australian experts, he honed meat cutting skills and topped a national supermarket chain management exam, earning a supervisory role. As a key MLA technical consultant, Calvin played a crucial role in creating the acclaimed "Asian Retail Cut Guide," showcasing his commitment to excellence and innovation in the meat industry.



#### Nicholas Yap

Chef Nicholas, a seasoned culinary expert with over two decades of experience, brings passion and skill to gastronomy. Mastering innovative dishes in various kitchens, he is also committed to culinary education, sharing knowledge with aspiring chefs. His journey reflects unwavering dedication to the art of cooking, inspiring a new generation of culinary enthusiasts.



#### Rudolf Muller

Rudolf Muller brings a wealth of culinary expertise cultivated over 44 years. Rudy's culinary journey began in 1978, leading kitchens across Asia's bustling culinary scenes. Notably, he served as Executive Chef for SATS Catering/Singapore Airlines for a decade and led the Hong Kong Disneyland Resort's culinary team. Rudy earned accolades on the global stage, securing prizes at prestigious competitions in Germany and Switzerland.

An Honorary life member of WACS, he actively contributes to culinary organizations, including Chaîne des Rôtisseurs and the Hong Kong Chefs Association. Rudy's passion and leadership continue to shape the gastronomic landscape.



#### Stefan Mueller

Chef Stefan Mueller, a distinguished German Certified Master Chef and World Association of Chefs' Societies member, enriches the FHA Ultimate Meat Challenge judging panel. With 20+ years in Indonesia and Southeast Asia's culinary competition scene, he brings expertise. A Bali Culinary Professionals active member, Mueller, celebrated for innovation and excellence, elevates the competition with global culinary influence.



# 10 ADVANTAGES

## of Australian Beef and Sheepmeat



### 1. Stringent food safety and quality assurance system

Industry and government oversee an integrated program that underpins Australia's excellent record in animal health, product hygiene and quality. The program includes strict quarantine standards to protect against disruptive animal diseases, food safety systems from paddock to plate, national livestock traceability and the assurance of federally regulated inspection.

### 2. Livestock free from diseases

Healthy and disease-free livestock are the basis of Australia's broad market access and high productivity. As an island continent, Australia has a natural barrier to animal and crop disease, which is reinforced with strict biosecurity regulations.

### 3. Leading world safety status

The Australian red meat industry is committed to supplying its customers with products that are safe and quality assured. Consumers can be confident that extensive testing and verification processes are in place. These processes are designed to guarantee that consumers both domestically and globally receive safe and reliable red meat products.

### 4. Efficient, sustainable beef and lamb production

In Australia, our beef and lamb production systems are diverse and tailored to accommodate different environmental factors and changing market needs. There is a range of choices of beef product including grassfed, grain-fed, organic beef, Angus, Hereford, halal beef and the world famous Wagyu beef.

The Australian sheep industry produces quality lamb to a high degree of efficiency on natural pastures. Most lamb is produced in fertile regions with good rainfall or from irrigated areas with lush pastures.



*Beef Wok Fried Eggplant, Lamb cubes with Green Basil sauce*

### 5. Modern meat processing with stringent controls

All meatworks operate under Federal Government legislation that requires regulation and detailed food safety plans. There are stringent quality controls and inspections throughout the process to ensure the humane treatment of cattle and sheep, and the quality and safety of the product.

## 6. World-Class meat-eating quality

AUS-MEAT sets the standard for industry to follow and is the national organization responsible for quality standards and the accurate identification and description of red meat. When you buy Australian beef and sheepmeat, you are buying a product of consistent high eating quality – tender, juicy, natural, safe, healthy, and delicious!



*Braised beef infused with kurma spice and roots vegetables*

*Herb crusted topside roast*

## 7. Proximity of markets ensure product freshness

Australia's proximity to Asia ensures the product remains fresh and arrives in optimal condition. Australian red meat is exported internationally by either air freight or sea freight with sophisticated distribution channels. The average 24 to 48 hours delivery time and unloading schedule in an airfreight shipment ensures the products remain fresh.

## 8. Wide variety of cuts for all cooking methods and enjoyment

The availability and choice of a wide range of cuts beef and lamb enable retailers to remain competitive and foodservice operators to manage their food costs efficiently. Importers have the unique advantage of providing a wide range of products to cater for all levels of customers with different discerning needs.

## 9. Vacuum packed for freshness, hygiene, and tenderness

Australia has exported refrigerated meat for more than 100 years. Chilled products are vacuum packed to provide an effective barrier to both oxygen and bacterial contamination and prevent moisture loss. It also allows the product to age naturally in the vacuum bag by natural meat enzymes found in meat, making the product even more tender.

## 10. Australian red meat is lean and healthy

There have been significant changes in the Australian red meat industry over the past decade with the development of significantly leaner cuts of beef and lamb. Scientific studies have also shown health benefits from eating lean red meat regularly – the nutrients found in red meat are essential for good health and vitality.





# AUSTRALIAN BEEF & LAMB

**The Best of Australia**



Australia is the world's largest sheep meat exporter and second largest beef exporter supplying to over 100 markets globally and we are proud of this achievement. The Australian beef industry has a long legacy of producing safe, quality beef and lamb for customers around the world. We take pride in the meticulous standards that have resulted in one of the world's highest animal health statuses, not to mention our extensive traceability program. Our product quality complements our focus on responsibility in meeting the demands of international customers.



Australia has an internationally recognized status of being free of all major epidemic diseases in cattle, including BSE (Bovine Spongiform Encephalopathy) and FMD (Food and Mouth Disease). To maintain Australia's high product standards, the Australian beef and lamb industry work together with the government to develop stringent standards and systems, designed to ensure the integrity and traceability of the product.



The Australian Authorities responsible for the standards of the industry include:

### **1. AUS-MEAT**

Responsible for quality standards and meat specifications.

### **2. DAFF Export Meat Program**

Provides inspection, verification, and certification services to the export meat industry in Australia – controls and check hygiene standards and compliance with importing countries requirements.

### **3. SAFEMEAT**

The Australian red meat industry and government developed food safety program to ensure the meat is safe and suitable for human consumption.





# MEAT & LIVESTOCK AUSTRALIA

A producer-owned company with the prime responsibility of marketing Australian meat and livestock in both Australia and overseas. It is a non-profitable organization.

MLA provides support to Australian red meat in the retail and foodservice industries, contributing to the development of Australian red meat products through marketing, educational and promotional programs.

Additionally, MLA conducts market research to understand the latest consumer food trends. This research assists in the implementation of marketing programs which are effective for increasing the consumption of red meat and building demand. The market research undertaken by MLA ensures that Australian red meat industry maintains its leadership in the global market.



## REFERENCE LINKS

### How to cut/separate a D-rump:

Meat & Livestock Australia

<https://bit.ly/3HaR7yN>

Meat & Livestock Australia –  
MSA (Meat Standards Australia)

<https://bit.ly/3tKA5o3>

### How to debone a lamb leg:

Australian Butchers' Guild

<https://bit.ly/48Q1qnu>

Australian Lamb Cuts Application and Recipes

<https://bit.ly/48uPKqs>

## IF YOU WOULD LIKE TO BE PART OF THE OPPORTUNITIES, PLEASE CONTACT:

Meat & Livestock Australia  
26 Armenian Street #04-02  
Singapore 179934

Website: [www.mla.com.au](http://www.mla.com.au)

[www.aussiebeefandlamb.sg](http://www.aussiebeefandlamb.sg)

[www.aussiemeattradehub.com.au](http://www.aussiemeattradehub.com.au)

[www.lambassadors.com](http://www.lambassadors.com)

Follow on Facebook and IG [@aussiebeeflambsg](https://www.instagram.com/aussiebeeflambsg)

# Meat that's good for you & the planet

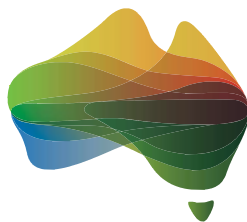
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Australian Lamb  
is climate neutral



Sustainable farming  
& animal welfare



**AUSSIE  
LAMB**

13.  
**FHA MEAT  
MASTERCLASSES**

presented by

**Meat & Livestock Australia**



**26 April, Friday**



**Presenter:**

Chef Calvin Gung, MLA Senior Technical Specialist

**Time:**

11am – 11.45am

**Session 1:**

Master Butchery – Beef & Lamb Secondary Cuts for Catering and Banqueting

**Presenter:**

Chef Anderson Ho, MLA Aussie Beef Mates

**Time:**

12pm – 12.45pm

**Session 2:**

Party Food Ideas – Spice-Rubbed Beef Skewers with Coconut Foam



**Presenter:**

Chef Elvin Chew, MLA Lambassador

**Time:**

1pm – 1.45pm

**Session 3:**

Quick and Easy Sharing Dish for Bistro, Pubs and Cafe

# 14. ACKNOWLEDGEMENTS

## Platinum Sponsor:



## Bronze Sponsors:



## Event Partner:



## Hospitality Partners:





# FHA ULTIMATE MEAT CHALLENGE SPONSORSHIP OPPORTUNITIES

Expose your brand and products to key industry users and audience at the FHA Ultimate Meat Challenge. Supported by the Singapore Chefs Association, the FHA Ultimate Meat Challenge is the first-ever meat competition at FHA-Food & Beverage featuring professional butchers and chefs with their craftsmanship and creativity in the usage of lamb and beef during the competition.

## FHA-FOOD & BEVERAGE 2024 AT A GLANCE

**65,000** sqm  
exhibition area

**60,000** total visitors  
from 50+ countries/regions

### Be Seen with the Best

An international platform  
alongside key industry players

### Create an Impression

Reach out to Key Decision Makers,  
Influencers and Buyers



## EQUIPMENT & NON FOOD ITEMS

- › Awards / Trophies / Gifts
- › Bone Saws
- › Butchers Apparel / Uniform / Safety Boots
- › Cut Resistant Gloves
- › Cutting Boards
- › Deli Scales
- › Digital Screens
- › Display Chillers
- › Knives and Accessories
- › Meat Grinders / Mixers
- › Meat Hanger / Hooks / Racks and Trolleys
- › Meat Slicers
- › Slaughter Lines / Automation System
- › Trolleys with Trays
- › Vacuum Packaging Machine
- › Venue Furniture
- › Walk-in Chiller

## FOOD & BEVERAGE ITEMS

- › Beef
- › Cooking Ingredients (olive oil, dairy, herbs and spices)
- › Lamb

## TO BE SERVED TO JUDGES AND COMPETITION TEAMS

- › Deli Snacks
- › Juices
- › Mineral Water
- and many more...*

**For enquiries on sponsorship, please contact us at [enquiry@foodnhotelasia.com](mailto:enquiry@foodnhotelasia.com)**

FHA Ultimate Meat Challenge is part of:



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Organiser:



# Save the Dates!



**FHA**  
FOOD &  
BEVERAGE

**23-26**  
APRIL 2024  
SINGAPORE EXPO



Register for Free



Download Brochure



# ASIA'S LEADING INTERNATIONAL FOOD & BEVERAGE EVENT

Organiser



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