

MEDIA RELEASE

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Renowned Italian chef showcases New Zealand premium lamb to global audience

One of the world's most influential chefs has showcased premium Te Mana Lamb to a global audience.

Renowned Italian chef Massimo Bottura, who has more than 1.3 million Instagram followers, cooked Te Mana Lamb alongside a host of other premium Kiwi products as part of a *Kitchen Quarantine* social media event in Italy.

Foodies from around the world tuned into the demonstration on Instagram on Saturday morning (New Zealand time).

See: www.instagram.com/p/CATM7fqj4zU/ and <https://www.instagram.com/p/CAOGdtfpr8D/>

New Zealand Prime Minister Jacinda Ardern also sent the chef an Instagram message during the event, which was organised by New Zealand Trade & Enterprise (NZTE).

Massimo Bottura is the chef and patron of Osteria Francescana in Modena, Italy's most celebrated restaurant with three Michelin stars. He is renowned for taking inspiration from contemporary art to create highly innovative dishes that play with Italian culinary traditions.

Shane Kingston, General Manager Sales at Alliance Group, said securing the endorsement of such a high-profile chef was a significant coup for the co-operative.

"Te Mana Lamb was developed as the result of transformational thinking so it is fitting that one of the world's leading chefs is such a fan.

"Kitchen Quarantine underlines the reputation Te Mana Lamb has built in the global food service sector. Chefs tell us Te Mana Lamb has re-ignited their interest in lamb and reaffirmed New Zealand as the home of the world's best lamb. We expect a significant volume of enquiries following this event."

Te Mana Lamb has higher levels of polyunsaturated (good) fats and omega-3 fatty acids, which results in an entirely new lamb taste experience with outstanding succulence, tenderness and flavour.

Now on the menu of a limited number of exclusive restaurants in Hong Kong, North America, Europe and New Zealand, Te Mana Lamb is commanding a significant premium. It is also available in Alliance's online shop www.puresouthshop.com.

Te Mana Lamb was developed by The Omega Lamb Project, a Primary Growth Partnership (PGP) programme involving Alliance, the Ministry for Primary Industries (MPI) and a group of progressive farmers known as Headwaters.

The culmination of more than a decade's research and development, the project found that the right combination of genetics, management and feeding can alter the fat profile of lamb and produce animals that are healthy, while delivering a healthier product for consumers.

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