



WORLD BUTCHERS' CHALLENGE WORLD'S BEST PRODUCTS

JUDGES BRIEFING

Prizes will be awarded by the judges in the following categories:

- WBC World's Best Pork Product
- WBC World's Best Lamb Product
- WBC World's Best Beef Product
- WBC World's Best Poultry Product
- The WBC World's Best Beef Sausage*
- The WBC World's Best Pork Sausage*
- The WBC World's Best Gourmet Sausage*

**Based on texture, aroma and taste*

WBC World's Best Pork / Lamb / Beef / Poultry Product

While scoring the WBC, each individual judge should be on the lookout for the best and most innovative pork/lamb/beef and poultry product which they believe should be nominated for an award. Each judge should note down the name of the product and country they wish to put forward for deliberation with all judges at the conclusion of the competition. If possible, judges should flag suggestions to the Head Judge during the competition.

During the judge's deliberation, each judge will have the opportunity to put forward their noted suggestions for discussion and as a group, the World's Best Pork / Lamb / Beef / Poultry Product will be decided on. The Head Judge has final say.

The judges should base their nominations on:

- Appearance
- Innovation
- Additional value created
- Cookability

The WBC World's Best Sausages

The judging of these awards will take place the following day and will be determined by five judges, as chosen by the Head Judge. These five judges will be selected to ensure a broad reach i.e. Southern / Northern hemisphere representation. These five judges, alongside the Head Judge, will be blind tasting and scoring each of the sausages. There will be a WBC staff member present to manage this process.

Please see the following pages for breakdown of the judging criteria.



WORLD BUTCHERS' CHALLENGE WORLD'S BEST PRODUCTS

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The WBC World's Best Sausages

Appearance / Texture	<ul style="list-style-type: none"> » Has even colour giving a good overall impression » Texture or grind is appropriate and even for sausage style » Sausage is not showing signs of excessive fat i.e. no overly greasy appearance 	10 - Excellent	/10	
		8 - Very good		
		6 - Average		
		4 - Poor		
		2 - Very Poor		
Aroma	<ul style="list-style-type: none"> » Pleasant aroma that stimulates the palate 	10 - Excellent	/10	
		8 - Very good		
		6 - Average		
		4 - Poor		
		2 - Very Poor		
Taste	<ul style="list-style-type: none"> » Flavours combine well on the palate with nothing out of balance or overwhelming » Overall taste is clean with the meat being the dominant flavour » Aftertaste is pleasant, makes you feel like having more » Firm juicy bite 	10 - Excellent	/10	
		8 - Very good		
		6 - Average		
		4 - Poor		
		2 - Very Poor		
Total			/30	