



For immediate release

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As Good as Goulds!

Spicy Thai delivers Gold for Goulds

Goulds Fine Foods have come out tops at the Great New Zealand Sausage Competition, taking home gold for its *Spicy Thai* and two silvers for its *saveloy* and *pre-cooked sausages*.

Winning the International Spicy category hands down, Chief Judge Kerry Tyack described the *Spicy Thai Gourmet Sausage* as "a great little sausage that lifts the spirits and screams 'hand me a beer!'".

Commenting on the win, Charlotte Beck, Business Development Manager - Goulds, said: "We are delighted with the recognition of our products and to win gold for the newest addition to our growing range."

Entries were assessed over two days, in both fresh and cooked form, with judges considering visual appeal, flavour, texture and composition. The judges concluded that the *Spicy Thai* 'delivered entirely on its promise of spicy, mouth-puckering, tongue tingling heat that challenged yet never took advantage of the palate.'

The *Spicy Thai* is the first of a new range of different flavoured gourmet sausages that Goulds have created to transcend the traditional kiwi sausage from its 'just for the barbecue' image to a regular feature on the family dinner plates.

"With all Goulds sausages containing at least 75% meat, higher than the industry standard, our selection of gourmet and pre-cooked offer an affordable, healthy alternative for family meals.

"While our pre-cooked sausages are great for the barbecue during summer I am sure that our *Spicy Thai* will become a firm family favourite – especially for the grownups - adding a bit of spice to traditional kiwi meals," Charlotte concluded.

The annual competition, in its 14th year, is organised by Retail Meat New Zealand and is recognised as the country's premier sausage judging event, acknowledging excellence and contributing significantly to the continual raising of standards in the industry.

(<http://www.sausagecompetition.co.nz/index.html>)

Goulds *Spicy Thai*, *pre-cooked* and *saveloys* are available at Foodstuffs supermarkets nationwide.

-Ends-

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About Goulds:

Gould Fine Foods was established in 1951 in Newtown, Wellington, by brothers Harold and Russell Gould. Based in purpose built factory in Seaview, Lower Hutt, the company now employs over 100 staff and produces a full range of smallgoods including: sausages, bacon and ham products, pastrami, roast beef and a variety of convenience foods with classics like battered hotdogs, donuts and pork pies. The full range is available at Foodstuffs supermarkets nationwide.

www.goulds.co.nz