



MEDIA RELEASE

30 June 2010

MOVE OVER PAVLOVA, THE AUSSIE BBQ IS KING!

New survey shows Aussies aren't afraid to try new and strange foods, we love Thai food and we differ on what is the most iconic Aussie dish!

The traditional Aussie BBQ has been voted Australia's most iconic dish by more than 50 per cent of Australians, followed by the humble meat pie and sauce (16 per cent), with 12 per cent believing a good old roast dinner deserves top spot.

Surprisingly, just five per cent of us think the accolade of Australian's Most Iconic Dish belongs to the Pavlova – that's according to the findings of the inaugural Trendsetter Food Survey from Australia's largest consumer food and wine exhibition, the Good Food & Wine Show, which was released today.

The food survey provides an up to the minute snapshot of what Australians think about food and what they are cooking as well as an insight into current dining habits. The survey, which will be undertaken annually, continues the food views of over 10,000 respondents Australia wide.

According to the findings, while we love our traditional Aussie meals, we don't shy away from the strange and unusual with crocodile, witchetty grubs, snake, snail, frog's legs, brains and even chicken's feet listed among the strangest food tasted by respondents. Surprisingly, the most common place to try different foods was right here in Australia.

Respondents were asked if their favourite home-cooked meals differed now from those they loved when growing up. It seems the roast dinner has survived the test of time as a consistent fave. Overall childhood favourites tended to be simpler than today's fare with three quarters of those surveyed naming a straightforward meat dish as their childhood meal of choice. Pasta and stews also got a big thumbs up as popular dinners of yesteryear.

Today's favourite dishes to cook at home are a stir-fry, pasta or a roast dinner and sometimes a barbeque. At the other end of the scale, only a small minority name childhood classics such as Shepherd's pie or sausages with chips or potato mash as headliners on the at-home menu today.

When it comes to dining out, restaurant goers love tucking into Thai, followed very closely by Italian and a seafood dish, highlighting the influence of Australia's multicultural melting pot on our tastebuds.

And, it seems our love of Thai food and stir-fries is clearly having a positive effect on our skills – seventy-two per cent of us can use chopsticks well!

According to Matt Moran, owner of ARIA restaurant, Sydney and one of Australia's leading chefs, our Aussie food culture has come a long way from putting a shrimp on the barbie 25 years ago!

"Now alongside traditional items like sausages and grain fed Australian beef we now BBQ everything from yellow fin tuna skewers to Moroccan spiced free range chicken legs. The BBQ has always been the alter for the keen amateur Aussie chef, with our food culture developing at a rapid rate, the food offerings have become far more interesting and adventurous than they once were.

"I loved a lamb roast as a kid, and still do, but my favourite at the moment is poached chicken in master stock served with baby bok choy, spring onion and ginger mix and steamed rice. It tastes even better if you can share it with family on the weekend," said Matt.

Our dominant foodie culture means dining out is enjoyed Australia wide with forty-three percent of us dining out once a week and twenty-five per cent dining out more than once a week. Aussies like

to mix it up a bit too, with eighty-one per cent of us preferring a mix of favourite and new restaurants. It's the 18-34 year olds, potentially with a higher disposable income, who are the most frequent restaurant goers with forty-five per cent of this age bracket dining out more than twice a week.

When it comes to kitchen utensils, thirty-five per cent of respondents named a cutting knife as their favourite followed by a fry pan, while the most commonly used 'unusual' kitchen companions included a mortar and pestle, followed by a zester and a mandolin, an intricate vegetable cutter.

Potatoes, broccoli and a garden salad are our most popular vegetables to cook while pumpkin and corn were the least popular with just four per cent of Aussies favouring these vegetables.

In true blue Aussie fashion, a good meal is always topped off with a good drink – but it seems more Australians tee-total during the working week, preferring to wait until the weekend to enjoy an alcoholic drink with dinner. While fifty-six per cent indicated water was the preferred drink with dinner during the week, only fifteen per cent had water with their meal on the weekend. The most popular drink choice on the weekend was red or white wine with sixty-four per cent of votes.

FINDINGS AT A GLANCE

- More than 50% of those surveyed never eat alone, but a quarter of us admit to eating dinner in front of the telly at least once or twice a week.
- 10% of all respondents make vegetarian meals at home.
- 84% of Aussies choose fresh veges over frozen, organic or tinned.
- 72% of us can use chopsticks well.
- The recent global financial crisis hasn't dampened restaurant goer's enthusiasm; 64% maintained the same dining out habits during the economic downturn.
- 55% think a barbeque is our most iconic Aussie dish.
- 12% believe a roast dinner is our most iconic Aussie dish.
- 16% believe a meat pie with sauce is our most iconic Aussie dish.
- Snails were the most commonly consumed 'strange food', with 20% of respondents having tried it. Crocodile was the next most common with 10% of respondents having tried followed by Chickens foot with 8% having tried
- 47% said a roast was their favourite food growing up
- The top three meals to cook at home today is a stir fry (44%), a pasta dish (43%) or a roast dinner (38%).
- Restaurant goers favour a Thai meal (21%) over all others, followed closely by an Italian meal (19%) or seafood dishes (15%).
- 56% indicated water was the preferred drink with dinner during the week, while only 15% had water with their meal on the weekend. The most popular drink choice on the weekend was red or white wine with 64% of votes.

ENDS

For information on the Good Food & Wine Show, visit www.goodfoodshow.com.au.

Tickets for the Sydney and Perth Good Food & Wine Show are available at the door or pre-purchase through Ticketek on 132 849 or www.ticketek.com.au. Perth Show date: 2 – 4 July, Sydney Show date: 16 – 18 July.

To arrange interviews or for more information please contact:

Felicity Sincock / Hinda Smith
The Reputation Group
03 9820 2633 / 0416 209 059
fs@thereputationgroup.com.au / hs@thereputationgroup.com.au

SOURCE

2010 Annual Trendsetter Food Survey, Diversified Exhibitions, Good Food & Wine Show. 10,685 survey respondents from all states across Australia aged over 18 years old completed an online survey.