



Australian Hotels Association
WESTERN AUSTRALIA

38 Parliament Place West Perth WA 6005
PO Box 660 West Perth Western Australia 6872
T: 08 9321 7701 F: 08 9321 7730 W: www.ahawa.asn.au

Media Release

30 March 2010

BEST AUSSIE ICON – TASTE OF COUNTRY WA

The Australian Hotels Association (WA) and Tourism WA have launched the great Country Pub Steak Sandwich search for 2010.

Until midnight on the 26th of April, the public will have the opportunity to vote for their favourite country pub steak sandwich online at wacountrypubs.com. It is the perfect time to visit local country pubs and bite into an Aussie icon.

The successful competition is now in its third year and continues to raise the bar of steak sandwich culinary excellence.

“The steak sandwich is an Australian icon that pulls together everything that is great about a country pub, from the home style cooking to the locally grown produce,” said AHA(WA) CEO Bradley Woods.

“Every year we search each of the State’s tourism regions to find the best steak sandwich available at one of our great country pubs, and this year’s competition is set to be better than ever.”

“We want to see people heading into country pubs knowing that no matter where they are in WA, they can enjoy a unique, delicious and fresh steak sandwich that represents great value for money.

“We have some of the best country pubs in Australia and we want to celebrate the steak sandwich being a taste of country WA.”

Finalists for “WA’s Best Country Pub Steak Sandwich” will be announced at the end of April and the final ‘cook-off’ will take place at the AHA Hospitality Expo 2010 on Wednesday 2 June at Burswood Entertainment Complex at 2pm.

Ends

For further information please contact
Doug White, Manager Media & Public Affairs 0458 301 139 or 9321 7701