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## PRESS RELEASE

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### Geoff Jansz joins ALH pubs

ALH Group is very excited to announce that **Geoff Jansz** has joined their team. Geoff brings a wealth of knowledge and experience that will support us in delivering the best food offering to you! Our primary focus is on quality and value. Geoff will work closely with the ALH food team, introducing a series of signature dishes and special Geoff Jansz events. Together we will be working with Australian producers, processors and suppliers ensuring that we have the best product and value for money offers in our pubs.

Our first and most important development is **GRAZIERS Australian Beef!** This is an exclusive brand of beef to ALH. Total production of the meat, from the paddock to the plate is controlled and managed. **Geoff Jansz** has extensively researched the products that ALH use, from visits to the abattoirs, to inspecting the wholesale processors and then visiting the hotel kitchens that prepare the final products. He was so impressed that he is endorsing the product!

**In Geoff's own words**..... "Very few know what goes in to producing truly great Australian beef. One needs to select the right breed for the right conditions; provide the best feed; ensure herds are contented and humanely treated; seek out the most experienced and reliable meat processors; set up perfect storage and transport... all before the all important cooking process. It's almost too big a task to even contemplate. ALH however, has grabbed the bull by the horns! With the brand, "**GRAZIERS BEEF**", ALH has teamed up with the very best experts in each of their fields to supply what I believe to be the best, most consistent quality and affordable beef available nation-wide. It's quite a phenomenal achievement that is constantly being reviewed and improved. Whenever I order "**GRAZIERS BEEF**" from the menu at an ALH pub, I know that many dedicated experts have joined forces to create my favourite dining experience."

Steaks are still a menu favourite in pubs across Australia and ALH want to ensure that their pubs continue to be the place where you can always get great food and great value. **Domenic Di Deo**, National Food Operations Manager with ALH group, is proud to have Geoff on board and is looking forward to adding many of Geoff's great ideas and signature dishes to our menus.

Come and enjoy!

END

*For more information about Geoff Jansz & Graziers Australian Beef please contact*

*Domenic Di Deo on (03) 9829 1000*

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