

# Australia's best sausages

Clare butcher Jason Mathie's ambitious dream turned into stunning reality with his success at AMIC's national Sausage King finals in Launceston.

Jason, who sources all his ingredients from MBL, became the first SA country butcher to win a national Sausage King award.

Three big Adelaide companies have previously won national awards (Standom with nine, Barorssa Fine Foods with two and San Marino with one).

Jason, a relatively small operator, won the prestigious Traditional Australian category with his saltbush sausages made from hogget from Sturt Vale Station two hours from Burra.

And he was a close runner-up in Continental with his chorizos, using meat from Wirreanda Premium Beef near Snowtown.

Up against hot competition from all States, his first and second made him the most successful competitor of the national finals.

These two national trophies plus five from the 2010 SA Sausage King competition make an imposing display in his little shop. All seven were won within 12 months.

Jason, 35, is naturally over the moon.

AMIC's Paul Sandercock says, "He was so excited at the nationals, he almost jumped through the ceiling."

Jason says, "Traditional Australian was the first category announced. I was very nervous and I was shocked to win. I would have been happy to come third.

"It was an amazing, unbelievable experience overall. I met some interesting butchers.



Jason Mathie and wife Delvene outside their Clare shop.

"Clare has won many national trophies for its wines and it's nice for butchers to do the same.

"Locals are proud of our success. They feel part of it, having a sense of ownership."

Jason and his Mathie's Meat Shoppe was profiled in *MBL News* six months ago after he won an unprecedented four of six categories in the SA Sausage King awards and was runner up in another.

In the national finals, he represented SA in the Traditional Australian, Continental, Australian Pork and Australian Lamb categories.

Two other fine young country butchers flew the SA flag -- Aaron Reddy, of Balhannah Junction Meats, in Poultry and Shaun Watson, from Tender Cuts, of Naracoorte, in Gourmet.

Thanks to SA Sausage King success, Jason says his sausage sales doubled over the past six months and have risen again following his national triumph.

The sausages are made

weekly on Tuesdays by Jason and fellow butchers Mick Young, Jim Greet and Greg Walkley, with Mick co-ordinating the process.

They are already working on two new sausage styles for this year's Sausage King.

"We're playing around with a lamb sausage. As well, we're working on a gourmet sausage with a new flavour but I can't say too much," Jason says.

*How the Sausage King awards are judged and awarded*  
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Jason and family celebrate their Sausage King success on their Sevenhill property on the main road through the Clare Valley. Motorists often stop to take photos.

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