



By ALISTAIR LAWSON

The meat is local saltbush hogget, which you can only buy in the Mid North, and its strong flavours come out in the cooking.

- JASON MATHIE



TROPHY SAUSAGES: Mathie's Meat Shoppe owner Jason Mathie shows off his saltbush hogget sausages which won Best Traditional Sausage at the 2012 National Sausage King competition earlier this month.

THE home of Australia's best traditional snag is still at Mathie's Meat Shoppe in Clare.

For the second successive year, Jason Mathie and his wife Delvene won the Traditional Australian category in the National Sausage King competition in Melbourne this month, nudging out 30 State Sausage Kings.

Jason said he was "blown away" about winning the category back-to-back, after being told there was no way the business could do it again.

"You can't buy the advertising that winning the title gives you," he said.

"It is something a lot of butchers strive to win and I was humbled. To win it is the butchering equivalent of winning the Brownlow Medal."

Understandably, Jason did not give away all the ingredients to his super snag though he did say that an important aspect to it was locally sourced produce.

"It's all local meat in the sausage," he said.

"There are low additives in it and a lot of tender-love and care goes into making it."

"The meat is local saltbush hogget, which you can only buy in the Mid North, and is unique as it is older and has a strong flavour which comes out in the cooking."

He said sourcing local produce was a crucial part of his enterprise, and kept regular customers and tourists coming.

"When we took over the shop three years ago, we wanted to make sure we sourced as much local meat as we could as this was a tourist area," Jason said.

"About 90 per cent of the meat stocked in the shop is sourced locally."

"When tourists come into Clare, they want to buy products local to the area, not something they can buy in town. This also keeps the money in the community."

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