

Media Release

Hon Jacinta Allan MP
Premier



Saturday, 20 September 2025

BENDIGO BEEF IS ON THE MENU IN THE CITY OF GASTRONOMY

Victorian beef is on the menu in Sichuan, with a feast in Chengdu showcasing how our state's world-class produce pairs perfectly with one of China's most famous cuisines.

Premier Jacinta Allan today joined the Chengdu Cuisine Association, Sanxuan Supply Chain and local chefs to sample signature dishes from Chengdu Catering Company's Executive Chef Zhang Fa – including Chen Mapo Tofu, Long Chao Shou dumplings and Dan Honggao custard cake – served with Victorian beef and Bendigo wines.

The celebration follows Chef Zhang's visit to Melbourne and Bendigo during the Melbourne Food and Wine Festival, where he wowed diners with his 'Taste of Chengdu' collaboration with Melbourne's Chef David.

Popular chain Qian Duoduo, which has more than 95 stores across China, has already sold more than 200,000 dishes featuring Victorian beef.

Chengdu and Bendigo are linked not just by food but by culture – both recognised as UNESCO Cities of Gastronomy, the first in Asia and Australia respectively. This shared status has created a bond between Victorian farmers and winemakers in one of the world's most dynamic food markets.

The traditional Chinese meal shared between parties showcases the potential for Victorian produce in Chinese cuisine and captures the intent of the Allan Labor Government's *New China Strategy: For a New Golden Era*.

Victoria is an old friend of China, and our New China Strategy renews that friendship for the future by focusing on the sectors where Victoria stands apart, like our popular beef and agricultural products and backing innovative AgTech solutions that support farmers and families across regional and rural Victoria.

The Strategy demonstrates a renewed focus to position Victoria as a preferred supplier of premium agricultural products, support businesses with brand promotion, build greater capability and understanding of China's market and consumer trends and strengthen agricultural technology and sustainable practices partnerships.

The Labor Government is backing our exporters amidst an uncertain global trade environment – investing \$34.9 million in the *Victorian Budget 2025/26* to support small and medium-sized businesses to identify new markets and diversify their customer base.

China remains Victoria's largest two-way trading partner and largest food and fibre export market, with exports worth \$4.84 billion in 2023-24.

While in Shanghai, the Premier launched the *Direct From Victoria* campaign that puts Victorian agricultural produce in Chinese households and phones and re-opened Victoria's permanent trade hub and food and wine in the heart of Shanghai.

We're also giving regional students the opportunity to study in China by reviving the Hamer Scholarship program which will give regional students a chance to build strong ties with China and help boost Victoria's standing as a globally-connected economy.

Quotes attributable to Premier Jacinta Allan

"Our world-class produce is winning hearts and palates in one of China's most iconic culinary regions."

Media contact: Bodhi Droga 0413 701 929 | bodil.droga@minstaff.vic.gov.au

“Our strategy will open more opportunities to export Victorian produce to China and deliver more economic benefits for our regional communities back home.”

Quote attributable to Minister for Economic Growth and Jobs Danny Pearson

“With world-class Victorian produce in demand in China and around the world, it’s no surprise restaurants want to use our exceptional product.”