

Media Release

Hon Jacinta Allan MP
Premier



Monday, 22 September 2025

VIC'S PICKS: VICTORIA VOTES FOR ITS FAVOURITE

We all know Victoria has the best food – and now it's time to settle the score.

It's why the Allan Labor Government is launching *Vic's Picks*, a new celebration of the food, culture and community spirit that make us proud to be Victorian.

From Monday 22 September, Victorians will have four weeks to cast their votes for their favourite pie, bánh mì and potato cake – with the top entry in each category to be crowned Victoria's Pick.

Food has always been part of Victoria's story – from country bakeries serving up generations of family recipes, the suburban fish and chip shops feeding locals after Friday night sport, and the family-run Vietnamese bakeries behind the iconic bánh mì.

Now, Victorians will get the chance to decide once and for all which of these favourites takes the crown.

The *Vic's Picks* Awards will shine a spotlight on the small businesses that bring communities together, create local jobs and make our suburbs, towns and regions proud. Every vote cast is a chance to back the local legends who turn everyday bites into state pride.

Voting closes on Sunday 19 October. To get involved, visit <https://bit.ly/vics-picks-vote> and cast your vote.

Quotes attributable to Premier Jacinta Allan

"Vic's Picks is about celebrating the people, businesses and traditions that make our state proud – and giving every Victorian the chance to have their say."

"Whether it's your local bakery, a family-run bánh mì store or the neighbourhood fish and chip shop – this is about backing the small businesses that make our communities stronger."