
ABC COMMERCIAL
CWA
CWA
Recipe year
Recipe of the year

Recipe of the Year

Celebrating Australia's diverse culinary landscape and the voices behind the recipes





Hosted by food personality Adam Liaw and beloved screen performer Pia Miranda, this heartfelt new cooking competition format sees home cooks from different backgrounds and walks of life whisk together the flavours, histories and stories behind the dishes that define them, in a quest to crown Australia's 'Recipe of the Year'.

Guiding the competition is the Country Women's Association – custodians of community, tradition and some of the nation's most treasured recipes, from jams and chutneys, to zucchini slices and iconic scones.

Set against a stunning country farm backdrop, *Recipe of the Year* combines the warm, feel-good appeal of *The Great British Bake Off* with the competitive drive of *MasterChef* – but without professional chefs or manufactured drama. Instead, there are great home cooks, accessible and achievable recipes, and the warmth, humour and stories that emerge when people come together around food.

Recipe of the Year is more than just a competition – it's a nationwide celebration of the dishes that connect people, places and generations.

Production Details

GENRE
ENTERTAINMENT

EPISODES & DURATION
S1: 7 x 60'

PRODUCTION COMPANY
i8 STUDIO

TX DATE
S1: 11 OCT 2026 | S2: Q4 2027 (CONFIDENTIAL)

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Episodes



EPISODE 1: BRING A PLATE

The search for Australia's first Recipe of the Year begins as 20 home cooks arrive from across Australia. Who will have what it takes to make the final 10? Contestants share the recipes that have shaped their lives, from beloved family classics to dishes inspired by heritage and migration.



EPISODE 2: COMFORT FOOD

Comfort Week sees our 10 home cooks celebrate the recipes that made them: the family favourites, childhood meals and handwritten treasures passed down through generations. As they take on their own meaningful comfort food, the barn fills with nostalgia, warmth and high expectations.



EPISODE 3: CELEBRATION

From appetizers to party food, our home cooks compete to create the best recipes for a celebration. Across the episode, they take on both their own special-occasion recipes and a classic Aussie celebration recipe that demands precision and a proper sense of occasion.





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EPISODE 4: BUDGET RECIPES

The 8 remaining home cooks prove great recipes don't need to cost a lot, as they compete to create the tastiest low-cost recipes. From clever pantry staples to reinvented leftovers and hearty low-cost classics, they must create food that is big on flavour while making every dollar count.



EPISODE 5: BIG BBQ

It's time to fire up the BBQ as the 7 remaining home cooks head outside to create their best BBQ recipes; they take on both a classic CWA recipe and their own barbecue favourites, where smoke, timing, bold flavour and crowd-pleasing instincts all matter.



EPISODE 6: WEEKEND

It's the semi-final and a secret twist surprises the homecooks as they compete to create their best weekend recipes: brunch favourites, weekend baking, long lunches and the ultimate Sunday roast. With the finale now within reach, every decision matters.



EPISODE 7: RECIPE OF THE YEAR

After weeks of cooking, storytelling and sharing treasured recipes from across the country, the finalists put their very best work on the table. CWA judges test the recipes in their own kitchens, and every recipe is tasted, considered and celebrated.



The Challenges

Every regular episode moves through three distinct stages, each testing a different quality of a great recipe: personality, precision and originality.



BLUE RIBBON RECIPE
Personality

Can you make it your own? This challenge is about freedom, instinct and individual expression. A fast, playful challenge built around the episode theme, this offers home cooks the opportunity to interpret the brief their own way, revealing their instincts, influences and personality through food.



GOLD STANDARD
Precision

Can you get it right? This challenge is about technique, consistency and respect for a recipe that has already stood the test of time. Instead of creating something original, every home cook is given the same classic recipe and asked to reproduce it faithfully. Tiny differences in technique can produce very different results.



FEATURE RECIPE
Originality

Can you create something worth keeping? This challenge is about originality, accessibility and the ultimate measure of success: will other people want to cook it? Each home cook creates an original recipe in response to the episode theme, bringing together the personality of the Blue Ribbon with the discipline of the Gold Standard.



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Meet the Hosts



ADAM LIAW
Host

Adam Liaw is one of Australia's most recognised food personalities. He has more than 2 million social media followers and is Good Food's #1 recipe writer.

An author of nine cookbooks and a champion of home cooking, his recipes are cooked by millions of Australians every year.



PIA MIRANDA
Host

Pia Miranda is one of Australia's most beloved screen talents, capturing the nation's heart with her unforgettable, award-winning performance in *Looking for Alibrandi*.

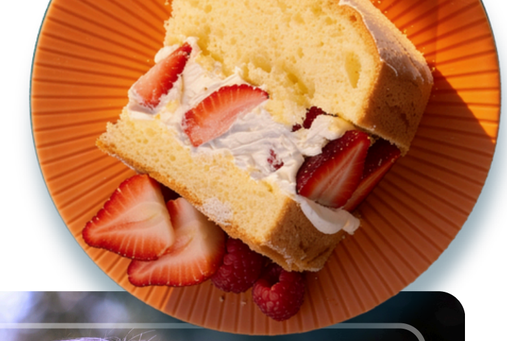
Celebrated for her warmth, honesty and effortless relatability, Pia has earned a lasting place in Australia's cultural landscape.



ELLICE SCHRADER
CWA Convenor

Experienced, practical and no-nonsense, Ellice embodies CWA judging credibility; she's successfully entered – and won! – agricultural show competitions since 1988.

She has been a cookery judge for more than eight years, travelling across NSW to judge at regional, state and agricultural shows, including the Sydney Royal Easter Show.



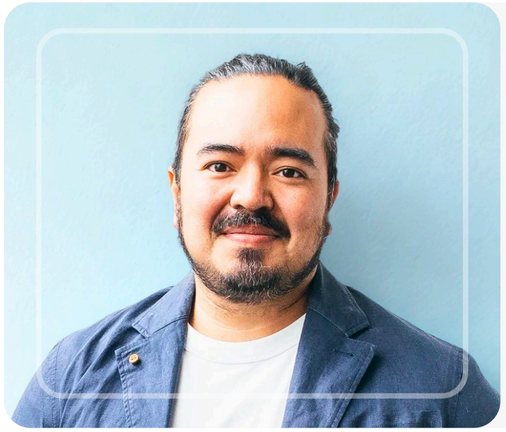


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i8 Media | Production Company



i8 Studio is an independent Australian production studio creating premium primetime content for broadcasters and streamers across the globe.



ADAM LIAW
Executive Producer

Adam Liaw is a writer, broadcaster, and executive producer. Following a legal career both in Australia and Asia, most recently with The Walt Disney Company, Adam is now a columnist for *The Sydney Morning Herald, The Age,* and *Sunday Life Magazine*, and has written nine cookbooks.



JOSH MARTIN
Executive Producer

Josh Martin is an award winning producer and director of many Entertainment, Factual, Live and Food shows ranging from the *Eurovision Song Contest*, through to *Mexican Fiesta with Peter Kuruvita*. Together with Adam Liaw he created SBS's long running *The Cook Up*.



MELITA HODGE
Head of Production

Melita Hodge is an entertainment industry specialist whose expertise lies in forging high performing collaborations between talented creatives, key stakeholders and media partners. Most recently she has brought creative ventures to life on *Adam & Poh's Great Australian Bites* (SBS,2023) and *Luxury Escapes* (Foxtel, 2023).



RICHARD FRANC
Series Director

Richard has directed some of the world's most recognised formats and genres, working across studios and extreme locations. Credits include *MasterChef* (US), *The Voice, Crime Night!, Tonight at the Museum, Who Wants To Be A Millionaire, Farmer Wants A Wife, Survivor, Lego Masters* and more.



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About the CWA

The Country Women's Association ('CWA') has played a significant role in shaping Australia's understanding of food, community and country life since its formation in 1922.





Established to address the isolation of rural women and the lack of essential services for country families, the organisation became a powerful network for social support, advocacy and community-building.

Food was central to this work. CWA members shared recipes, preserved seasonal produce and developed practical, economical cooking skills, particularly during the Great Depression, when making the most of limited ingredients was essential.

Their community cookbooks, including the *CWA Cook Book*, first published in New South Wales in 1937, helped pass recipes and domestic knowledge between generations, bringing regional cooking traditions into kitchens across the country.

The CWA's influence extends well beyond the home kitchen. At agricultural shows, country fairs and the Sydney Royal Easter Show, members have become famous for their scones, cakes, jams and preserves, competing for coveted prizes and serving refreshments to thousands of visitors. These activities generate vital fundraising income while celebrating the skill, resourcefulness and generosity of rural women.

Today, the CWA's food traditions remain an enduring part of Australia's cultural identity: a celebration of home cooking, regional produce, shared knowledge and the simple pleasure of bringing people together around a table.



International Equivalents

In comparable organisations around the world, generations of women have shaped local food traditions, preserved culinary heritage and brought communities together – a rich, internationally relatable story of food, culture and connection.

UK: WOMEN'S INSTITUTE (WI)
Founded in 1915, the WI has a long tradition of community-building, cooking, baking, preserving and passing practical skills between generations.



SCOTLAND: SCOTTISH WOMEN'S INSTITUTES
With a long-standing focus on community life, traditional skills, crafts and domestic activities.



CANADA: FEDERATION WOMEN'S INSTITUTES OF CANADA
Founded in 1915, the WI has a long tradition of community-building, cooking, baking, preserving and passing practical skills between generations.



NEW ZEALAND: COUNTRY WOMEN'S INSTITUTES /RURAL WOMEN NZ
Both organisations have roots in supporting rural women and strengthening communities.



SOUTH AFRICA: SOUTH AFRICAN WOMEN'S AGRICULTURAL UNION
Established in 1931, this organisation supports education, skills development and community service.



US: HOME DEMONSTRATION CLUBS
Community-based groups that have historically shared knowledge of cooking, food preservation, nutrition and household management.



INTERNATIONAL: ASSOCIATED COUNTRY WOMEN OF THE WORLD
An international network connecting rural women's organisations across more than 50 countries, including in Africa, Asia, and South America.










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Tie-in Recipe Book

The *Recipe of the Year* cookbook extends the format's commercial potential beyond the screen, creating a tangible brand extension that keeps audiences engaged between seasons and builds opportunities across publishing, food and lifestyle.

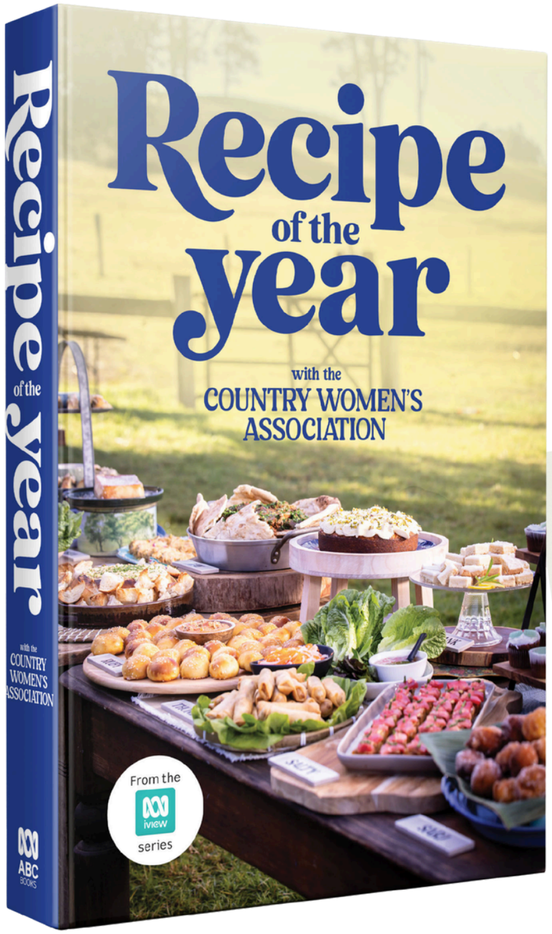
Featuring recipes from the series' home cooks, alongside hosts Adam Liaw and Pia Miranda and CWA Convenor Ellice Schrader, the premium hardcover edition celebrates the family recipes, cultural traditions and stories behind Australia's diverse food culture.

Published by Harper Collins in December 2026, it marks the first step in building the broader *Recipe of the Year* brand, with potential to extend into further publishing, food partnerships, live experiences and consumer-facing opportunities.

The *Recipe of the Year* cookbook is available across all major retailers including:

amazon HarperCollins HARRY HARTOG BOOKSELLER DYMOCKS dymocks.com.au









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