



march into  
merivale

## **MEDIA ANNOUNCEMENT**

**29 January 2009**

### **MERIVALE LAUNCHES FOOD EVENT ACROSS NINE SYDNEY RESTAURANTS**

As masterminds behind one of the most diverse line-ups of premium restaurants in Australia, Merivale is launching an inaugural festival that showcases nine of its prestige Sydney restaurants and chefs to be held in the month of March, 2009.

#### **A Celebration of Food in Sydney**

Called March Into Merivale, the event will be a month-long smorgasboard of exceptional food events and offers across the best of Merivale's Sydney restaurants including est, sushi e, Ash Street Cellar, Mad Cow, Uccello, Teppanyaki, Lotus, Bistro CBD and Sushi Choo.

#### **Bar & Restaurant Offers throughout March**

Patrons will also be given the opportunity to sample a selected main meal and glass of wine or beer for just \$33 from each of the nine Sydney restaurants from midday until 2pm and 6pm until 8pm every day bar Saturday's and Sunday's during the month of March. As an added bonus, diners will be rewarded with 10 Merivale dollars – a form of currency that can then be redeemed against all special events to be held during the month.

#### **Unique Events at Top Sydney Restaurants**

Events include a progressive dinner through four of Sydney's ivy restaurants, BYO nights at Mad Cow, a weekly carvery at Bistro CBD and wine, tapas and film nights under the stars at Ash Street. The month will be topped and tailed by a tasting event in Establishment Bar and a decadent, five-course feast created by top chefs such as Peter Doyle, Dan Hong, Christopher Whitehead and Massimo Bianchi in The Ivy Room. In total over 30 events will be staged throughout March, with something on every night of the month.

#### **March into Merivale Sydney & Dine in Style**

According to Merivale's CEO, Justin Hemmes: "At Merivale we constantly strive to create world-class events and every day experiences that help make Sydney one of the most exceptional cities in the world for lifestyle entertainment. Our restaurants and chefs are some of the heroes in this process and March Into Merivale will expose their diverse and unique talents to Sydney-siders."

Further information and a schedule for March Into Merivale will be available via our website <http://www.marchintomerivale.com>, bookings taken from February 10<sup>th</sup> 2009.

<http://www.merivale.com>

## **Featured Sydney Restaurants**

Merivale's Sydney restaurants offer patrons memorable culinary experiences. March Into Merivale for fine dining and good times.

### **est. – Three Hat Winner, 2009 SMH Good Food Awards**

Head Chef Peter Doyle is regarded as one of the founding fathers of modern Australian cuisine. He's won numerous awards over a 30-year career, including helping est. to the coveted SMH Good Food Guide 'Three Chef Hats' five years running – including Restaurant of the Year in 2006.

<http://www.merivale.com/establishment/est>

### **sushi e – Award Winning Sushi Restaurant**

sushi e is an award winning modern Japanese restaurant hidden behind Sydney's famous Hemmesphere cocktail lounge on the fourth floor of the Establishment. Head Chef Nobuyuki Ura and his team work in the centre of the marble bar creating delicious culinary masterpieces.

<http://www.merivale.com/establishment/sushie>

### **Ash St Cellar – Parisian Wine Bar & Bistro in the heart of Sydney**

Charming, intimate and European in feel, Ash St Cellar bistro features communal and quiet tables in an open air setting. Renowned sommelier Franck Moreau presides over a world-class wine list deliciously complemented by an exquisite tapas menu.

<http://www.merivale.com/ivy/ashstreetcellar>

### **Mad Cow – New York Steak Restaurant on George Street**

A flamboyant New York-style grill, Mad Cow is a restaurant experience unlike any other. The finest steaks cooked to perfection, fresh produce, friendly attentive service and a superb wine line, Mad Cow brings a brash New York restaurant experience to Sydney!

<http://www.merivale.com/ivy/madcow>

### **Uccello – Classic Southern Italian Restaurant**

Renowned head chef Massimo Bianchi brings classic Roman cooking to Sydney's ivy. Overlooking the ivy's outdoor pool, this 180-seat restaurant features a superb international wine list and mouth watering dishes to cater to all palates.

<http://www.merivale.com/ivy/uccello>

### **Teppanyaki – Japanese Fusion Restaurant**

A fusion of Japanese tradition and modern sensibilities, Teppanyaki brings communal shared dishes to the Sydney masses. Delicious dishes from 'the kitchen', 'the teppan grill' and 'the wok' – the restaurant's menu offer a wide variety of oriental delicacies in a communal restaurant setting.

<http://www.merivale.com/ivy/teppanyaki>

**Lotus – Award Winning Bistro Restaurant and Cocktail Bar**

Located in leafy Potts Point, Lotus is a sophisticated, award-winning bistro and cocktail bar hugely popular with locals and visitors alike. A delicious blend of Asian influences and Mediterranean flavours, the restaurant offers unique taste sensations in a chic and warm atmosphere.

<http://www.merivale.com/lotus/lotus>

**Bistro CBD – Hat Winner, 2009 SMH Good Food Awards**

A dining favourite with corporate diners for its exceptional quality, prompt service and great ambiance, Bistro CBD is a great outing for lunch and dinner. Experience Bistro CBD's delicious cuisine during the March to Merivale and discover why Bistro CBD retains an enviable reputation among Sydney's finer restaurants

<http://www.merivale.com/#/cbd/bistro>

**Sushi Choo – Japanese Train Restaurant with a Quirky Twist**

A contemporary take on the express Japanese sushi train, Sushi Choo restaurant fuses traditional Nippon recipes into modern taste sensations. With delicious handmade portions of tasty goodness prepared on the white marble bar, Sushi Choo is quick, quirky and simply fabulous!

<http://www.merivale.com/ivy/sushichoo>

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For more information visit <http://www.marchintomerivale.com>

Bookings taken from February 10<sup>th</sup>, 2009