

# Dining Downunder



## Australian Cuisine Promotions

*with a hint of Aboriginal traditions & a twist of the larrikin*





# Australian Cuisine Promotions

Australian Cuisine Promotions by Dining Downunder™ bring the celebrity of chefs from our television cooking series to hotels, resorts, restaurants, cruise ships and other venues.

## *A new way to make your promotions pay*

Our promotions aim to increase F&B revenue during the promotion as well increasing patronage levels for the ensuing period. We reposition the usual mundane ethnic cuisine promotion into a mutually profitable, high value, culinary and cultural experience. You gain significant kudos for your establishment as a culinary innovator, as authentic Australian cuisine by Dining Downunder™ is at the forefront of world food evolution.

## *What other promotional chefs don't want you to know*

Dining Downunder™ chefs are Australian cuisine specialists and our leading edge promotions focus on our country's unique offerings of aromatic herbs, pungent spices, tangy and flavourful fruits and more. These are all incorporated into enticing menus as we entertain and edify your guests while teaching your food staff the essentials of using and presenting Australian native ingredients.

# An Australian Gala Dinner

A significant profit centre of Dining Downunder™ Australian Cuisine Promotions is the Gala Dinner. This entertaining evening commences with pre-dinner drinks including our Australian inspired cocktails and canapés. A native Australian menu follows with dishes paired to Australian beverages.

## *Discover the taste of the Antipodes; from the Outback to our coastline & the forests in between*

During the evening, guests are introduced to the 'Taste of Australia' and our concept of the emergence of an authentic Australian cuisine. The gala dinner can complement Aboriginal art exhibitions, cultural performances, contemporary musicians or didgeridoo workshops. Alternatively, the opportunity for business networking could be the primary aim.



# Promotional Menus

Depending on your establishment, the restaurants and the style of service in the selected outlets, our Australia Cuisine Promotion can be presented in buffet, set menu, BBQ, demonstration dishes or à la carte styles. Some inclusions in your room service menu are also recommended to tempt and encourage guests to dine in the available food outlets.

Our unique ingredients, matched with a modern presentation style will be sure to impress your guests and our chefs' interaction with your clientele are important components of the promotion.

# Australian Beverages Ideas

Wattleseed beer  
Frosted wild lime margarita  
Iced riberry martini  
Spicy bush tomato bloody Mary  
Long Oz Lemon Iced Tea

# Australian Menu Ideas

Australian 'bushetta'  
Outback Wildfire spiced cheese wontons  
Bush salad of gumleaf scented salmon  
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Lemon aspen or Wild rosella sorbet  
~  
Australian beef fillet with a pepperberry jus & glacé riberies  
Paperbark smoked pork neck with Illawarra plum sauce  
Roasted lamb rack with wild herb marinated fetta farce  
~  
Wattleseed pavlova and wild fruit compote  
Oz lemon crème brûlée  
Quandong and apricot crumble  
Munthari bread & butter pudding  
~  
Wattle café latte  
Wild herbal teas  
Rosella & Fruit Spice shortbread





# Industry Luncheon



During the Australian Cuisine Promotion we suggest that an Industry Luncheon be held. Invitees could include Executive Chefs, Food & Beverage Managers, General Managers from other establishments as well as media and sponsor companies to sample our innovative, authentic Australian lunch.

There is significant kudos generated for your establishment at these events through association, as our television chefs define leading edge, Australian cuisine for the hospitality professionals attending.

# Cooking Classes & Demonstrations



Our chefs can offer group cooking classes featuring the flavours of Dining Downunder™. Hands-on classes are generally limited to small groups and our chefs will lead participants in a relaxed style while elaborating on the use of our innovative ingredients. The participants are able to enjoy their work as they cook or in a sit down meal.

Demonstrations based on the cooking class format can be an entertaining open kitchen presentation for larger numbers. These are not hands on but the audience will still experience the flavours in tastings.

# Australian Mini Trade Event



To maximise revenue potential, we recommend you discuss the possibility of a joint venture with the local Australian Trade Commission (Austrade) office in organising an Australian Mini Trade Event in your function venue rooms.

This approach will attract more business visitors to the hotel, provide advantage for the attendees, create an awareness of the culinary events on offer throughout the Australian themed promotion and allow accommodation and trade show packages to be offered around the event.

# Revenue Enhancement

Dining Downunder is able to recommend contacts or provide a range of embellishments for your event.

Our suggestions include:

- ▶ Australian musicians (either indigenous or non-Aboriginal)
- ▶ Australian artisan potters & other artists for a mini exhibition
- ▶ Recorded music for foyers, restaurant and elevators
- ▶ Australian botanicals toiletries for rooms or lobby shops
- ▶ Turn down chocolates for rooms
- ▶ Australian Gift Hampers
- ▶ Dining Downunder™ Cookbooks for sale or as gifts
- ▶ Cherikoff retail product range for sale in lobby shops or as in-room offers



# Publicity Support

Our Dining Downunder™ media package includes your choice of the following:

- ▶ a press release format for your venue
- ▶ a press release on the Dining Downunder™ television series
- ▶ episodes of Dining Downunder™ TV shows for in-house screening
- ▶ links to print quality food pictures available online
- ▶ biographies of the chefs involved in your event
- ▶ outline of culinary demonstrations and cooking workshops
- ▶ excerpts from the Dining Downunder™ cookbook

Prior to the promotion commencing there is the obvious opportunity for live television appearances on local lifestyle or news programs to promote the event. Radio interviews have also proven successful.



# Partnership Opportunities

Dining Downunder™ Australian Cuisine Promotions are much more than regular food promotions due to their novelty and freshness. There is the opportunity to gain support from companies that are Australian or from non-Australian companies dealing with Australia or from those that wish to do so in the future.

You might consider involving;

- ▶ Airlines, railways or cruise ships
- ▶ Tour operators and travel agents
- ▶ Wineries, breweries and other beverage companies
- ▶ Food & Beverage providers, freight forwarders and distributors
- ▶ Australian clothing, fashion and other apparel companies
- ▶ Sports, lifestyle and entertainment companies & associations
- ▶ Australian Government and semi-government bodies
- ▶ Credit card companies, bank and financial organisations
- ▶ Recruitment and other service industry companies

Two major benefits of Dining Downunder™ Promotions provide significant potential to think outside the square when seeking relevant potential sponsors for your event. These are:

- ▶ The opportunity for companies to associate their brand with a successful television show (currently on air in 30 countries)
- ▶ The media attention which the uniquely Australian Dining Downunder™ concept attracts

# Vic Cherikoff

Vic has been credited with pioneering the development of our uniquely Australian cuisine through his landmark commercialisation of a wide selection of indigenous species as ingredients for innovative restaurants in Australia and spreading around the world. He believes we should 'Practice safe cooking - Always use (Cherikoff) condiments. For more information visit [www.cherikoff.net](http://www.cherikoff.net)

# Benjamin Christie

Benjamin's culinary career has taken him right around the world, cooking in awarding-winning hotels and resorts. Now back 'Downunder', Benjamin is a chef columnist for various industry publications and can add descriptors such as promotions chef, cookbook co-author, food consultant and celebrity chef to all the facets of his work. Please visit [www.benjaminchristie.com](http://www.benjaminchristie.com)

# Contact Details

We aim to make our Australian Cuisine Promotion your most successful event ever. Please email, phone or fax us to discuss any additional requirements you may have.

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The logo for Dining Downunder, featuring the words "Dining" and "Downunder" stacked vertically in a stylized, orange, cursive font.