



PRESS RELEASE

UNDER EMBARGO UNTIL 10:00AM FRIDAY 18TH NOVEMBER, 2022

JOIN SYDNEY'S HOSPITALITY ROYALTY ON THE STREETS OF SYDNEY'S CBD & PARRAMATTA

SECURE YOUR SEAT, TICKETS ON SALE NOW

openforlunch.com.au

Gather your taste buds and be a part of Sydney's longest lunch as OPEN FOR LUNCH kicks off the Summer in Sydney events series on Friday 2nd December, 2022 with mouthwatering, jaw dropping, and FOMO inducing lunch experiences in **Sydney's CBD** and **Parramatta**.

Join us on the streets of George St as Sydney's hospitality royalty including **Luke Mangan's glass brasserie**, **Merivale's Jordan Toft (mimi's)** and **Mike Eggert (Totti's)**, **Ben Milgate** and **Elvis Abrahanowicz (Porteño)**, **Esteban**, **NOLA smokehouse**, **Rockpool Dining Group** and **Anna Polyviou** take centre stage to see the Sydney CBD activated into a foodie extravaganza.

Four individual event precincts, spanning George Street from Park to Hunter Street, will see Sydney's diverse dining scene come to life in a manner never before seen. With a little bit of something for everyone to choose:

- If you like sitting on hay bales, enjoying a delicious spin on a Nashville BBQ from **Ben Milgate and Elvis Abrahanowicz (Porteño, Bodega x Wyno, Bastardo, Humble Bakery)**, sipping cold beers and Tennessee whiskey while listening to some good 'ol country music from Nashville's finest **Joshua Hedley**, you should probably dust off your boots and get yourself to **The George Street Hoedown**.

- Take a boogie down George St at **Merivale's Disco Picnic**, featuring a three-course meal from **Jordan Toft - mimi's and Mike Eggert - Totti's**, with entertainment by **Groove City**.

- Release your inner child and enjoy the carnival-themed food spectacular at the **YCK Fair**, featuring dishes from **Cash Only Diner, Stitch Bar, Esteban, PS40** and **The Barber Shop** including never before seen collaborations with **NOLA Smokehouse, Rockpool Bar & Grill** and **Dessert Queen, Anna Polyviou**; or

- Visit the original home of George St's **OPEN FOR LUNCH** at **Feast for the Senses**, where you can enjoy a three-course meal from **Luke Mangan's glass brasserie**, with wines expertly matched by Sommelier, **Samantha Payne** and entertainment by **Ministry of Sound Orchestra** and guest vocalists.

*Please direct all media enquiries to Rachel Cameron at The Society Group
+61 401 557 387 // rachel@thesocietygroup.com.au*

OPEN FOR LUNCH

Moving out west, **OPEN FOR LUNCH** in **Parramatta** takes place at **CommBank Stadium**, where guests will enjoy an amazing culinary experience overlooking the hallowed turf of western Sydney's home of sport and entertainment. On arrival guests will be treated to an array of live stations showcasing the best food and drink from some of Parramatta's finest neighbouring restaurants, and **Misc. Parramatta**. Guests will then have the opportunity to delight in an incredible paddock to plate experience designed by **Western Sydney born and raised, Matt Moran**. The day will finish with an intimate Motown's Greatest Hits special by Australian icons, **Human Nature**.

OPEN FOR LUNCH is more than a Friday lunch outing. It is a larger-than-life celebration of what Sydney CBD and Parramatta does best: food, entertainment, and bringing people together. Diners will enjoy a once-in-a-life-time experience for only \$65 (+ booking fees) per person which includes a seat at the table and a culinary experience like no other.

The hardest part of **OPEN FOR LUNCH** will be picking where to go. Join us as we welcome Summer in Sydney, and enjoy Sydney's vibrant 24-hour, beach city lifestyle, with a combination of natural wonders and cultural experiences like nowhere else in the world. Be sure to secure your seat as tickets are limited, tickets on sale via openforlunch.com.au from 9am on Friday 18 November 2022. Bring your appetite, as the forecast is delicious!

OPEN FOR LUNCH is secured by the NSW Government via its tourism and major events agency, Destination NSW. Open for Lunch is just one of the NSW Government's Summer in Sydney event series, with the city set to welcome its biggest ever calendar of music, art, culture and sporting events from summer through to 2023.

The Summer in Sydney event series builds on an incredible major events line-up including Opera on Cockatoo Island, Frida Kahlo: The Life of an Icon, the Art Gallery of NSW Opening Festival, blockbuster musicals, festivals, major sporting events such as Sail GP, the United Cup and the HSBC Sydney Sevens. To find out more, Feel New and plan your summer at sydney.com/events.

LET'S BREAK BREAD

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About Destination NSW

Destination NSW is the champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions.

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KEY DETAILS

EVENT

OPEN FOR LUNCH

DATE

Friday 2nd December

TIME

12 - 3pm

LOCATIONS

George Street, Sydney

CommBank Stadium, Parramatta

COST

\$65 + Booking Fees per person (see event details below)

TICKETS

openforlunch.com.au

BLURB

A showcase of Sydney, food and fun

OPEN FOR LUNCH is more than a Friday lunch outing. Kicking off the summer events season, it is a larger-than-life celebration of what Sydney and Parramatta does best: food, entertainment, and bringing people together. Join us in a unique outdoor setting in Sydney's CBD or Parramatta and be immersed in the globally inspired hotpot that is Sydney's diverse dining scene. This delicious line-up of multicultural culinary experiences is served with live music and unexpected moments of city-stopping theatrics. Mouthwatering, jaw dropping, and FOMO inducing, **OPEN FOR LUNCH** is an ever-evolving spectacular to share with your friends, family, colleagues, and the world.

[LINK TO IMAGERY](#)

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OPEN FOR LUNCH - GEORGE STREET, SYDNEY CBD

Event One

Name

FEAST FOR THE SENSES

Location

George Street (Between Park and Market Street)

MC / Hosts

Ben Fordham

Chefs / Restaurants

Luke Mangan - glass brasserie

Samantha Payne - Sommelier

Entertainment

Sexy Sunday Jam

Ministry of Sound Orchestra & Vocalists

Blurb

Feast For The Senses

Be greeted by roving performers and enjoy a signature 'Feast for the Senses' Cocktail on arrival before being seated at the table and treated to a stunning three course lunch by Chef, Luke Mangan featuring a selection of glass brasserie's signature dishes paired with a curated line-up of local NSW wines by sommelier, Samantha Payne. Bite to the beat and enjoy an afternoon of revolving show stopping talent including Sexy Sunday Jam and a spectacular orchestral performance from the Ministry of Sound Orchestra.

Ticket Inclusion

\$65 + Booking Fees per person

Three course plated meal

Three hour drinks package

[LINK TO IMAGERY](#)

OPEN FOR LUNCH

Event Two

Name

YCK Fair

Location

George Street (Between Market and King Street)

Chefs / Restaurants

Bobby Trang - Cash Only Diner
Paul Carr & Amila Hemachandra - Stitch Bar in
collaboration with Anna Polyviou
Dave Penistone - The Barber Shop
Jolene's in collaboration with NOLA Smokehouse
Will Cartel - Esteban
PS40 Collaboration with Santiago Aristizabal (Rockpool
Bar & Grill)

Entertainment

Yorke
Greta Ray
SURPRISE GUEST

Blurb

YCK Fair

This is YCK Fair – the latest daytime event hosted by Sydney's premium small bars precinct, YCK Laneways. Taking over an entire block of George Street and bringing the complete carnival experience to the CBD, including amusement rides and games, roving entertainment and performers. Choose from one of six, three-course menus by the stellar line up of chefs from YCK Laneways and enjoy a cocktail on arrival and two more drinks for a cool \$65. As if that wasn't enough, guests will enjoy live entertainment from SPECIAL SURPRISE ACT + GRETTA RAY + YORKE, as well as some jaw dropping fair day themed performances!

Ticket Inclusion

\$65 + Booking Fees per person

Three course meal at one of six long tables, (table selected at time of ticket purchase)
Cocktail on arrival
Two standard drinks (additional drinks available to purchase)

[LINK TO IMAGERY](#)

OPEN FOR LUNCH

Event Three

Name

GEORGE STREET HOEDOWN

Location

George Street (Between King Street and Martin Place)
(including Barrack St)

Chefs / Restaurants

Ben Milgate and Elvis Abrahamowicz - Portefino,
Bodega x Wyno, Bastardo, Humble Bakery

Entertainment

Joshua Hedley (International Artist from Nashville)
Emily Nenni (International Artist from Nashville)
Tunes by Love Police

Features

Country merchandise on sale from the team of Route 66

Blurb

Country Comes to the City for The George Street Hoedown

The George Street Hoedown will bring a touch of Nashville tastes and sounds to Sydney with a melting pot of friends and collaborators throwing down their country wares for one day only.

Providing the soundtrack, Nashville resident and singing professor of country and western, Joshua Hedley will be flying in from the USA with his band and special guest, Emily Nenni for three hours of live music power. An ace fiddle player, a sharp guitarist, and a singer with a granite twang, Josh has devoted his entire life to the study of this genre.

The kitchen team will be led by local legends Ben and Elvis of Portefino fame, who will be feeding guests their take on the infamous Nashville BBQ, with grills and smokers filling the George Street skies with sticky goodness.

The team from Route 66 will be purveying a range of limited and exclusive Hoedown merchandise for the country diehards, and anyone who appreciates a good shirt, appropriate denim, and bolo ties.

OPEN FOR LUNCH

If you like sitting on hay bales, eating BBQ food, and enjoying a cold beer and a Tennessee whiskey while listening to Ol' Hed and his band, you should probably dust off your boots and get yourself a ticket to The George Street Hoedown.

Ticket inclusions

\$65 + Booking Fees per person

One x Substantial Food Ticket

One x Side Serve Food Ticket

Two drink tickets

Additional drinks available to purchase

[LINK TO IMAGERY](#)

OPEN FOR LUNCH

Event Four

Name

DISCO PICNIC

Location

George St (Between Angel Place and Hunter Street)

Chefs / Restaurants

Merivale's Jordan Toft - mimi's
Mike Eggert - Totti's

Entertainment

Groove City

Blurb

Disco Picnic

Get ready to enjoy a long lunch with a side of disco in the heart of the CBD, outside ivy Precinct. An Italian-style feast — by Merivale's Jordan Toft (mimi's) and Mike Eggert (Totti's) — will feature antipasti, porchetta, and more, alongside live entertainment, in what's set to be a delicious, one-of-a-kind summer party. The event will run from 12pm – 3pm, with tickets at \$65 (plus booking fees) per person.

Ticket inclusion

\$65 + Booking Fees per person

3 course meal

3 hour beverage package

[LINK TO IMAGERY](#)

OPEN FOR LUNCH

Event Five

Name

WESTERN SYDNEY LONG LUNCH

Location

Cumberland Lounge Terrace, CommBank Stadium
(Parramatta)

Event Time

12pm - 4pm

Chefs / Restaurants

Matt Moran
Misc. Parramatta

Entertainment

Human Nature

Blurb

Western Sydney Long Lunch

Is a once-in-a-lifetime culinary experience curated by Australian food icon, Matt Moran, which highlights the best produce NSW has to offer while maintaining Matt's famous 'paddock to plate' philosophy. On arrival guests will be treated to an array of live food stations that will showcase the best food and drink from some of Parramatta's neighboring restaurants including Misc. Parramatta. Guests will then be seated at one long table situated on the Cumberland Lounge terrace and treated to a carefully curated two course menu by Matt himself. To finish, dessert will be served by roaming performers and Australian icons Human Nature will take to the stage to perform an intimate show of their Motown Greatest Hits.

Ticket inclusion

\$65 + Booking Fees per person

3 course seated meal

4 hour drink package

[LINK TO IMAGERY](#)