Media Release

Matt Conlan
Minister for Tourism

International foodies get a taste for the Territory

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Six of some of the world’s most influential ‘foodies’ are in the Northern Territory this week, as part of Tourism Australia’s Restaurant Australia campaign and Invite the World to Dinner gala event this weekend in Hobart.

The six food writers, chefs and bloggers from China, Indonesia, Singapore, Brazil, Malaysia and America will sample some of the Territory’s most unique food and wine experiences.

“It is fantastic to welcome these extremely influential foodies to the Territory and show them some of the amazing food and wine experiences that can be had here in the Territory,” said Minister for Tourism Matt Conlan.

“From the tropics of the Top End to the outback of Central Australia, the Territory is home to some unique dining experiences and incredible fresh produce and this is an opportunity to make sure the rest of the world knows that.”

The influencers in the Territory this week include:

- **Eric Ripert (USA)** - from Emmy award-winning television program *Avec Eric*, a regular guest judge on Bravo’s Top Chef and a co-owner and executive chef of three-star Michelin restaurant Le Bernardin in New York.

- **Alexander Thian (Indonesia)** - Author of The Not-So-Amazing Life of @Amrazing, a blogger and writer regarded as a highly influential Indonesian ‘celebtweet’

- **Esther Au Yong (Singapore)** - Deputy Country Editor, Yahoo Singapore.

- **Jinghui Cai (China)** - Chief Operating Officer of [www.qyer.com](http://www.qyer.com) which is a travel site boasting nearly 10 million users and five million mobile app users.

- **Rodrigo Oliveira (Brazil)** - Celebrated Brazilian chef, his restaurant Mocoto is featured in Newsweek’s 101 Best Places to Eat Around the World.

- **Julie Wong (Malaysia)** - Food Editor, The Star which is the leading English daily in Malaysia. She is also the force behind several books on food such as *The Star Street Food Guide*, *Famous Street Food of Penang* and *Nyonya Flavours*.
During their time in the Territory, the influencers have experienced canapés while watching the sunset atop of Ubirr in Kakadu National Park, sunrise breakfast on top of Mount Conner in Central Australia and visited top Territory restaurants including Hanuman and Pee Wees at the Point.

Michelin star chef, Eric Ripert, has also been filming for his TV show, Avec Eric, in the Top End as part of his trip to the Territory. The NT will be featured in one episode on the Cooking Channel with additional content will also feature in other online sites, a NYC premiere event and on http://www.aveceric.com/.

Mr Conlan said the influencers and Avec Eric NT episode will help boost the Territory’s profile as a must-do holiday destination and unique food experience.

“The Avec Eric TV show is seen by more than 30 million people worldwide so to have some of our top tourism hot spots and regional destinations like Mary River, Adelaide River and Goat Island featured is a huge coup for the Territory,” said Mr Conlan.

“Food travel is a growing trend with Tourism Australia identifying ‘food and wine’ as a key factor in holiday decision making, ahead of world class beauty, so exposing the Territory as a foodies paradise will help attract more visitors here.”

This week’s Territory trip is part of Tourism Australia’s Restaurant Australia campaign and the Invite the World to Dinner tour, which has brought 80 food and wine media and key influencers to Australia to sample the food and wine experiences on offer in every state and territory, including food critics, chefs, journalists and influencers.

The tour will conclude with all participants coming together for a special Invite the World to Dinner Gala event, which will be a feast of art, performance, music and a world class culinary experience at the Museum of Old and New Art (MONA) in Tasmania on Saturday 14 November.

Local chefs, Lynton Tapp, Jimmy Shu, Chung Jae Lee and Bob Taylor will be flying the flag for the NT at the event.

Photos attached:

1. Canapés at Ubirr, Kakadu by @Australia/Instagram
2. International foodies Aharon Rosa (Brazil), Esther Au Yong (Singapore), Rodrigo Oliveira (Brazil) at Uluru by Tourism NT
3. Breakfast at Mount Conner by @breadcrumbs/Instagram
4. Kangaroo Carpaccio by @breadcrumbs/Instagram

Interviews with Restaurant Australia international influencers and NT ambassadors available upon request.

Media Contact: Lisa Andrews 0401 579 963
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