

## **The Press Club appoints new General Manager; Joey Commerford comes home.**

Joey Commerford, whose career is distinguished by his roles at the Royal Mail Hotel in Dunkeld, the internationally recognised Vue de monde and, most recently, as assistant manager at Iki-Jime Seafood by Vue in Little Collins Street, returns home to The Press Club as General Manager.

Commerford, a seasoned and renowned hospitality professional, began his career at The Press Club in 2009 as a bartender and waiter.

Joey Commerford says: *"The Press Club was my first job. It kick-started my career and fired the passion for this industry that I still have today. I have enormous respect for George and the fantastic team who, every day, deliver fine dining reimaged; unique, modern and Greek. I feel very lucky."*

George Calombaris, whose MAdE Establishment group includes The Press Club, Gazi and Hellenic Republic, says: *"The Press Club is a family and we're incredibly excited to have Joey home as General Manager - 8 years after his career began right here. It's a beautiful full circle focused on the future."*

One of Commerford's core strengths is his hunger to get the most out of himself and more importantly the people he works with.

Commerford's appointment reinforces MAdE Establishment's commitment to and investment in the team, and the capacity to develop and recruit high performance talent across every facet of the business.

MAdE Establishment is looking forward to a bright future, continuing to evolve the offering, building on the team culture and other plans and initiatives designed to take the business forward... including a little of the unexpected.

HOAXED, at The Press Club, is part of the Melbourne Food and Wine Festival program next month, and guests can expect the unexpected.

Calombaris is playing his cards close to his chest about what the evening of March 9 will bring - all will be revealed when guests walk through the doors - but this unprecedented dinner event will be an envelope-pushing, eight-course experience set to break The Press Club boundaries.

Melbourne Food and Wine Festival

HOAXED at The Press Club

Saturday 9 March

6pm - \$125

830pm - \$125

<http://www.melbournefoodandwine.com.au/program/hoaxed-7269>

For interviews and high-resolution imagery please contact

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## Greek Yum Cha Now Served Every Sunday at Gazi

George Calombaris' iconic Melbourne dining institution, Gazi just dialed up Sundays in the city by launching his Greek Yum Cha. Known for daring to be different, Gazi now offers ten Asian inspired Greek dishes using the ultimate inspiration derived from the popular and traditional Chinese style of feasting. Greek Yum Cha can be enjoyed solo, in pairs or groups and George encourages guests to consider this the new Sunday lunch experience.

Calombaris has combined the philosophy of rewarding yourself with time for family, friends and feasting with his authentic Greek street food and hospitality. Gazi is known for pushing boundaries and taking concepts and flavours to heights that diners never imagined.



Greek Yum Cha at Gazi is offered from 12pm – 3pm every Sunday of summer for \$49 per person. Enjoy lamb char-tsoureki inspired by a pork bun, spanakopita gyoza and feta spring rolls with honey sesame. Endless cocktails can be added for \$35 per person including *San-Grecian*, made with Greek white wine, peach, strawberry, lemon, rose and soda, think a white sangria – with a Greek twist! Plus, the *Oolong Island Iced Tea* with Long Island Mix, citrus, bitters and Oolong tea 'cola' finished with black tapioca pearls.

Greek Yum Cha at Gazi is a dining experience to cater to everyone and any group size. The fusion of Greek cuisine and Chinese tradition reinforces Gazi as a true cultural melting pot. The energy is always alive with George's extended family, his team, who bring their A-game every service allowing guests to focus on food and company.

Greek Yum Cha

Every Sunday from 12pm – 3pm

\$49pp - add endless cocktails for \$35pp

[www.gazirestaurant.com.au](http://www.gazirestaurant.com.au)

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## Media Release

### Luxury made accessible at The Press Club

The Press Club celebrates its eleventh year and a new chapter, opening every day and offering both à la carte options and the seasonal *Kerasma Menu*.

In late November, The Press Club will introduce greater flexibility into its dining experience, moving from a set degustation menu to include à la carte. This change reflects an ideological shift from fine dining to accessible luxury. Patrons will also be able to enjoy the flexibility of extended 7-day opening hours throughout the summer season.

Chef and restaurateur, George Calombaris says: “The Press Club is my heart and soul – it’s more than a decade of memories. Now it’s time to create new ones with a completely fresh approach to our menu and options for our diners - to evolve with what our guests want, while still staying true to our roots.”

#### The Kerasma Menu

Kerasma - A Greek word translating to “treat and share” but it is much more than that, describing feelings, stories, places, people and life. The *Kerasma Menu* is the staple of The Press Club, changing with the seasons and created by Calombaris based on his heritage and memories – his story.

The MAde Establishment flagship restaurant has, until late November, altered the recently launched *Kerasma Menu* to feature only plant-based dishes.

Calombaris jumped at the opportunity to highlight mindful vegetarian eating in a unique and delicious way, while also honouring his heritage. Vegetarianism has its roots in ancient Greece, allowing Calombaris and The Press Club team to celebrate the history and flavours that formed the traditional diet, using modern techniques and guided by The Press Club ethos.

Executive chef, Reuben Davis, continuously in creative collaboration with Calombaris, will together return the *Kerasma Menu* to its broader offering from November 21. Catering to all tastes, the menu will continue to tell a unique story, every season. Guests can experience the five course menu (with the Hellenic generosity sprinkled in with Mezethes, pre dessert and Tavli petit fours) for \$125pp.

“The entire team are making a conscious shift towards more flexibility for our customers providing variety and choice. These changes can be seen across the restaurant and we look forward to truly instating accessible luxury for our guests”, says General Manager, Terry Hatzigeorgiou.

Change can also be seen externally to the restaurant with MAde Establishment planting five acres at Red Hill, growing organic fruit and vegetables, with sustainable farming practices. The plant based elements within The Press Club menu will be sourced from this garden all year round.

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## **MADE Establishment appoints General Manager -Restaurants; Vanessa Crichton joins George Calombaris' restaurant group**

Vanessa Crichton, regarded as one of the best hospitality professionals in Australia, has been named General Manager – Restaurants - of the MADE Establishment group, George Calombaris' stable of restaurants.

Crichton, who stepped into the role this month, will work across The Press Club, Press Club Projects, Gazi and all Hellenic Republic locations.

An award-winning GM and Executive Director with over 20 years' experience leading high-profile operations, among them Rockpool Dining Group (The Rockpool Bar & Grill, Spice Temple and Rosetta) and The Mathis Group (Upper House, Lower House and Taxi Dining Room), Crichton is recognised throughout the industry for a career that began in 1990, as a waiter in Adelaide.

Crichton is a *Gourmet Traveller* 'Maître d' of the Year' (2016) and the recipient of *The Age Good Food Guide* 'Service Excellence Award' (2014), and her appointment as General Manager – Restaurants - marks an exciting moment for MADE, reflecting the group's ability to attract high performance talent and its commitment to investing in inspiring people.

George Calombaris says: *"It means so much to us and to MADE to have Vanessa – with her skills and experience - join the team. It feels like a time to celebrate; the future feels inspiring and bright."*

One of Crichton's core strengths is establishing teams and operating models noteworthy for their focus on quality, customer service and operational excellence.

Leigh Small, MAdE Establishment CEO, says: *“Vanessa’s extensive front of house experience coupled with her business acumen is a winning combination. Her enormous wealth of industry knowledge and impeccable customer service focus means that the MAdE team will be learning from the very best. She is a wonderful cultural fit for MAdE and she brings something extra, too.”*

Crichton’s appointment signals MAdE’s investment in its team and its capacity to recruit and develop talent across front-of-house and back-office operations.

Radek Sali, Chairman MAdE Establishment, says: *“The vision for MAdE is to fill it with the best people and leaders, so we are an extraordinary place to work. Vanessa is renowned throughout the country and throughout the industry. People are her true passion, it’s ours too.”*

Crichton joins MAdE after 12 years with Rockpool Dining Group.

Vanessa Crichton says: *“The team at MAdE Establishment have a dedicated focus on changing the industry by championing their people and creating culture whilst empowering them to create world class customer experiences that define great brands.”*

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## WHERE IT ALL BEGAN, HELLENIC REPUBLIC BRUNSWICK TURNS 10

### CELEBRATE IN NOVEMBER, 10 INCREDIBLE YEARS, 10 ICONIC DISHES

**Melbourne, Australia. Monday 22 October, 2018.** George Calombaris and Travis McAuley are filled with pride and gratitude as they celebrate a decade of hospitality at **Hellenic Republic, Brunswick**. A Melbourne dining institution, this East-based eatery was the founding location to successive outposts in Kew, Williamstown and Brighton. For the team and customers, the flagship location holds a special sentiment, loaded with memories of where it all began back in 2008, based on a true love of Greek cuisine and service.

Hellenic Republic will celebrate this special anniversary with a ten-dish birthday masa, a banquet including the ten most iconic and signature recipes. The masa will be available at all locations during November and regular visits to the Brunswick venue from George and Travis to join the celebrations can be expected.

George Calombaris says, *"Hellenic Republic is in my heart, it is truly my soul and the Brunswick restaurant actually feels like my home. My customers, particularly the regulars that have been coming back for ten years, are like family to us and we can't wait to celebrate with everyone in November. The ten dishes in the masa represent a decade of memories and some of the people who have been part of this dream"*.

Many will agree, to survive ten years in the hospitality industry is an achievement. Hellenic Republic hasn't just survived, it has thrived, and secured itself as a favourite amongst locals, travellers and industry. All ten dishes tell a story including the **Kefalograviera Saganaki, peppered figs** borrowed from George's good friend and mentor David Tsirekas. The **Pipperies, Stavros peppers, olive oil, feta and Santorini vinegar** thanks to a friend in Queensland that was growing a small pepper that was a native Greek variety. The **Spanakopita, wild greens and feta pie** still based on the same recipe from day one using Dodoni feta brought in by good friend Mani Kotis, and wrapped using a Turkish style pastry.

Executive Chef, Travis McAuley says, *"Hellenic Republic has given me so much to be thankful for and now, how incredible to reach this milestone. To build this business together of course had its challenges, as all business does, however I can genuinely say I love it as much as I did from the first day. I can thank my team and the customers for this passion too, they bring me so much happiness and inspiration"*.



A classic dish Hellenic Republic dish is the **Taramosalata & pita bread** which prior to opening, was only known as the 'pink fishy dip'. Hellenic changed this perception and now white whipped cod roe can be found across menus everywhere, not just Greek restaurants. Mr Pita has provided the bread since day one as Calombaris and McAuley consider it the best pita on the market then and still today.

Other favourites appearing on the birthday masa include **Ortikia, grilled quail, beetroot tzatziki, Garithes**, the famous **Cypriot grain salad**, the mouth-watering **Arni sto fourno, slow roasted shoulder of lamb** and for dessert, **Ekmek kataifi, pagota**.

Join the team at any of the Hellenic Republic restaurants as they celebrate ten incredible years with ten iconic dishes. Reservations essential, \$75pp. Beverage match also available.

~ END ~

Hellenic Republic locations include:

Hellenic Republic, 434 Lygon Street, Brunswick East.

Hellenic Hotel, 28 Ferguson Street, Williamstown.

Hellenic Republic, 25 Church Street, Brighton.

Hellenic Republic, 26 Cotham Road, Kew.

Phone 9207 7477 or book online [www.hellenicrepublic.com.au](http://www.hellenicrepublic.com.au).

@hellenicrep #hellenicbirthday

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## Media Release – Jimmy Grants

### Celebrate our fourth anniversary with a bit of FOURplay

Jimmy Grants is turning four, inspiring four offers, for four days over four weeks.

George Calombaris' souvlaki bar, Jimmy Grants, serving Greek fast food with a slow-food mentality will be sharing the celebratory spirit with their valued customers.

"Wow, another year! Myself and the team want to thank our customers for making Jimmy Grants a dream come true. Every Jimmy Grants location has such a loyal following, which we are so grateful for and we offer everyone to enjoy some extra special hospitality", says Calombaris.

FOURplay range of offers are valid from Monday to Thursday from 16 October through until Thursday 9 November, 2017.

The offers include:

Mondays – Enjoy the famous \$11.90 Nonna Maria Souva for only \$4.00\*

Tuesdays – Correct, a completely FREE side of chips!\*

Wednesdays – Hump day made even easier with a FREE schooner of beer or glass of Greek wine+

Thursdays – No catches, a FREE serve of pita plus dip\*

\*Monday, Tuesday and Thursday offers are limited to one per person, per day.

+Wednesday's alcoholic beverage offer is available when the guest purchases food.

Jimmy Grants locations can be found across Melbourne and include Richmond, Fitzroy, Ormond, Eastland and Emporium. Visit any of these locations, during the offer period and celebrate with a little FOURplay.



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## Media Release – MADE Establishment

### **MADE Establishment proves a continued commitment to the team, customers and the group's vision**

You know and we know it's been a tumultuous time for MADE Establishment.

MADE Establishment is the group behind George Calombaris' restaurants - The Press Club, Gazi, Hellenic Republic and Jimmy Grants.

George Calombaris says: "We've learned a lot as a business and I've learned a lot as a person, as a group and as individuals, we'll keep listening and learning.

"In circumstances like these you can almost feel defeated - but instead, we have focussed and improved. We're not perfect but we are growing, evolving and continuing to provide opportunities for our team and authentic experiences for our customers."

MADE Establishment continue to focus on commitment and dedication to its team members, customers and the group's vision. The new chapter forms a clear path for our expansion both locally and globally, presenting further employment opportunities and allowing more customers to experience the MADE Establishment offerings.

Troy McDonagh MADE Establishment CEO says: "We have come together to form the biggest strategic vision for the group yet. Our company culture is about unity and family and we're determined to offer more opportunities – we expect to almost double in size by July 2018. We currently have 450 in the team, which will grow to 700 by the end of the financial year as we expand Gazi and Jimmy Grants along the East coast into Sydney and Brisbane."

The group's strategic vision can be seen in every MAde Establishment property, signalling a period of evolution and change. Business growth across the next five years will see the company expand to 50+ venues nationally, and 5 venues internationally.

#### **GAZI - growing Greek cuisine**

The group's Greek street Melbourne city-based restaurant brand has secured a CBD site in Brisbane and is currently in negotiations for an equally centralised site in Sydney. Both restaurants are due to open during 2018 and will spearhead the growth of further MAde Establishment expansion interstate with Jimmy Grants.

#### **JIMMY GRANTS – more Jimmy, more**

Jimmy Grants, the group's souvlaki bar, serving Greek fast food with a slow food mentality, is in a period of exciting growth. Set to open seven new stores before the end of the 2018 financial year. The expansion of the fully company owned brand expects to open a further ten locations the following year as they expand across all states and secure international presence.

There will be three more stores in Sydney - Pitt Street Mall this month, Newtown early next month and in 2018, a number of other locations including Surry Hills and Bondi Junction.

In Melbourne, St Kilda, Chadstone and Eastland will welcome Jimmy in October, November and December, respectively.

The Jimmy Grants food truck continues to expand its presence around Victoria and at Melbourne's major calendar events. This summer from Boxing Day, the truck will be serving the Mornington Peninsula and feature at the 2018 Australian Open.

#### **DISTRIBUTION KITCHEN – in response to a changing landscape**

The distribution kitchen is a new MAde Establishment initiative to service Gazi, Hellenic Republic and Jimmy Grants.

deliveroo and UberEATS have changed the way people dine, the way people eat, the expectations they have of food delivery and the quality of the food that is delivered. The distribution kitchen, based in Port Melbourne and launching this month, has been designed in response to this changing landscape.

The centralised kitchen is important to the group because it ensures that Gazi, Hellenic Republic and Jimmy Grants can respond to the way people want to eat without compromising quality.

#### **HELLENIC REPUBLIC – mindful menu**

Hellenic Republic will be planting a healthy Greek flag in Brighton with the launch of the new location and the Hellenic Health menu. Collaborating with La Trobe University's Professor of Dietetics and Human Nutrition, Catherine Itsiopoulos *BSc(Hons) Grad Dip Diet MPH PhD APD* and her team, the certified menu will be endorsed by nutritionists and health experts with the vision to roll out across all Hellenic locations.

The foundation for the future of MAde Establishment has been set up to support the global vision of the company which is moving swiftly towards targets for the 2018 financial year and beyond. A bright and exciting pathway for the team is underway and the creative vision will continue to step ahead of the company's growth to ensure evolution is a guiding policy.

For interview opportunities and high-resolution imagery please contact;

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