



## Auckland business wins catering contract for Eden Park Pavilion

Rugby Travel & Hospitality is delighted to announce that local family-owned business *Austin's Food Design Events* has been appointed as the caterer for Eden Park Pavilion, the flagship of the Rugby World Cup 2011 Official Hospitality Programme.

During the Tournament, *Austin's* team of highly trained chefs will be serving a superb four-course fine dining experience for up to 3,000 guests at each match in the impressive Pavilion, which is ideally located in the grounds of the Eden Park outer oval.

*Austin's Food Design Events* has been a major player in the Auckland catering market since the 1980's. Entrepreneur Maggie Weatherhead took over the company in 1998, bringing with her years of hospitality experience both in New Zealand and abroad. Her son Alex has progressed through the company and today proudly stands alongside her as Company Director

*Austin's* appointment followed a competitive tender process. The company's reputation for consistently exceptional food and service has ensured exclusive catering contracts at many of Auckland's largest conference and event centres including THE EDGE, TelstraClear Pacific Event Centre, Hampton Downs Motorsport Park and the Auckland Tennis Centre in Stanley Street.

*Austin's Food Design Events* will be creating a mouth-watering range of menus for Eden Park Pavilion which showcase the variety and quality of fresh New Zealand produce.

Leading the menu design will be Executive Head Chef Cobus Klopper, who honed his cooking skills under world-renowned chef Peter Gordon.

An impressive amount of food will be prepared for Pavilion guests over the 11 Eden Park matches, including approximately 650kgs of Hawkes Bay lamb, well over 1.5 tonnes of New Zealand beef and six tonnes of boutique New Zealand cheeses.

Four large onsite kitchens are being purpose-built alongside the luxurious Pavilion to service the six stunning restaurants inside.

Feeding 3,000 guests in one sitting also requires a large team of well-trained and professional staff. For the semi-finals and the Final, over 300 wait staff and 70 kitchen and back of house staff will be on hand to provide Pavilion guests with an exceptional dining experience.

Claire Martin, Head of Operations for Rugby Travel & Hospitality, the company managing the Official Hospitality Programme, says *Austin's* strong reputation for excellence in event catering was an important factor in the decision to award them the contract.

"Eden Park Pavilion is the flagship of the Official Hospitality Programme for Rugby World Cup 2011 and we want to ensure guests will be enjoying the highest quality of food and service. We are excited to be working with Auckland-based company *Austin's Food Design Events* to deliver this."

*Austin's Food Design Events* Company Director, Alex Weatherhead, says the company is looking forward to showcasing New Zealand food.

"This is an exciting time for *Austin's*. The opportunity to stand on an international stage and showcase the best of New Zealand produce is something our team is delighted to be able to deliver. We are thrilled to partner with Rugby Travel & Hospitality in creating an unforgettable hospitality experience at Rugby World Cup 2011."

IRB Chairman Bernard Lapasset says: "Those attending the Eden Park Pavilion during Rugby World Cup 2011 will not simply enjoy a unique experience, and world-class hospitality, but they will also be contributing to the development of the Game worldwide."

## **ENDS**

### **About Eden Park Pavilion**

Eden Park Pavilion is the flagship of the Rugby World Cup 2011 Official Hospitality Programme.

Conveniently located in the grounds of Eden Park, the multi-million dollar purpose-built hospitality facility will span one and a half rugby pitches and feature six restaurants and a central atrium.

Guests will enjoy canapés upon arrival before indulging in a spectacular four-course fine dining experience showcasing the very best of New Zealand produce and wine.

After their meal, guests only have a short stroll to the very best Category A undercover seats to witness world-class rugby. Guests will then return to the Pavilion post-match to enjoy another serving of world-class hospitality before complimentary transport is provided back to the city centre.

### **About Austin's Food Design Events**

*Austin's Food Design Events* was established in the early 1980s and purchased in 1998 by hospitality entrepreneur Maggie Weatherhead. Her son Alex Weatherhead has progressed through the company and today proudly stands alongside Maggie as Company Director.

*Austin's* superior innovative food and service has resulted in a successful and diverse portfolio. As well as having exclusive catering contracts at many of Auckland's largest conference and event centres, *Austin's* also have vast experience in everything from large gala dinners through to themed cocktail parties and weddings.

Located in Eden Terrace, the company's extensive commercial kitchen and patisserie facilities allow their team of creative and talented chefs to constantly develop exquisite cuisine.

### **Alex Weatherhead, Company Director**

After completing his chef's training and working at some of Auckland's well-renowned restaurants, Alex gained further valuable experience in the UK and returned to New Zealand to join *Austin's* in 2003. Alex has worked in all areas of *Austin's* business and today stands alongside Maggie as Director of the company. Alex's years of experience, education and energy are an asset in the ever-changing catering industry.

**Cobus Klopper, Executive Head Chef**

Cobus honed his cooking skills under world renowned chef Peter Gordon. Here in New Zealand Cobus is recognised for his experience of fine cuisine by being a regular judge in national competitions. Cobus has led the *Austin's* kitchen since early 2009 where his flair and absolute attention to both taste and presentation have raised the bar. Cobus challenges the kitchen team to consistently design and produce menus that are led by the quality and flavour of ingredients, while understanding that appearance of any dish adds to the superior experience that *Austin's* has become renowned for.

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