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## Fact Sheet

### **Noma Australia**

Noma Australia will launch a ten week residency at Barangaroo in Sydney in late January 2016. The Noma restaurant in Copenhagen will be closed while René and his team relocate to Australia to share the best of Australian produce as seen through the eyes of head chef, René Redzepi, and his team.

Noma Australia will be located at the Anadara building at Sydney's new harbourfront development, Barangaroo, which was selected for its proximity to the water and the synergy of the location with Noma in Copenhagen.

Tourism Australia and Lendlease are the key partners of Noma Australia, and Singapore Airlines is the official airline partner.

René has visited Australia a number of times since 2008 and is inspired by the multi-faceted culture and Indigenous foundation of the food, as well as the unique and fresh produce that is wildly different to Europe.

René and the team will take several extensive research trips around the country to meet with local communities, suppliers, farmers and chefs, and explore the diverse landscape and produce around Australia, with the best and most interesting Australian produce represented on the menu.

Noma Australia will be open from for lunch and dinner, five days a week, and bookings for the restaurant will open later this year. Further details about registering interest and bookings can be found at [www.noma.dk/australia](http://www.noma.dk/australia)

### **René Redzepi**

René Redzepi is the chef and co-owner of Noma in Copenhagen, Denmark. Since the establishment of the restaurant in 2003, Redzepi has developed a cuisine that draws from the area's landscape and culture. Using a wide yet intimate network of farmers, foragers, and other purveyors, Noma celebrates the region's ingredients and aims to present a kind of cooking that expresses its location and the seasons.

Redzepi is the author of *Noma: Time and Place in Nordic Cuisine* (Phaidon, 2010) and *A Work in Progress* (Phaidon, 2013). In 2011, he founded the MAD Symposium, a platform for chefs to share knowledge, concerns and inspiration in our changing trade.

His wife is Nadine Levy Redzepi, and together they have three daughters; Genta, Arwen and Ro.

### **Tourism Australia and Restaurant Australia**

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Noma Australia represents the next phase of Tourism Australia's successful Restaurant Australia campaign. After inviting the world to dinner in 2014, Noma Australia will take Australia to the world, showcasing the country's heritage and people, its stunning locations and extraordinary array of produce, as seen through the eyes (and in the hands) of one of the world's best chefs.

Tourism Australia is supporting Rene and his team to see all parts of Australia, meet with producers and undertake important research trips, as well as providing assistance with travel and marketing.

Building on its already successful and established global marketing platform 'There's nothing like Australia', Tourism Australia took the campaign one step further in 2014 to specifically focus on quality food and wine experiences with the launch of 'Restaurant Australia'.

Australia's world-class nature and lifestyle have long been the key motivating factors as to why people visit Australia. However, more and more people are increasingly discovering though it is the experience of our food and wine offering when they are here that is growing in significance.

Drawing on the strengths of Australia's people, place and produce, the concept of 'Restaurant Australia' was developed to highlight the exceptional food and wine experiences Australia has to offer.

The campaign, which has been rolling out internationally, seeks to demonstrate that Australia is a place where you can enjoy some of the world's finest food and wine against a backdrop of unparalleled natural beauty.

### **Lendlease and Barangaroo**

Lendlease is a leading international property and infrastructure firm listed on the Australian Securities Exchange, with expertise covering multiple sectors including commercial, residential, retail, retirement and infrastructure.

Lendlease is responsible for creating the residential, commercial and retail precinct at the southern portion of the Barangaroo development. Lendlease's vision is to create the best places, and Barangaroo will live up to this aspiration as one of the great places to work, live and visit in the world.

Barangaroo will showcase an eclectic range of food and beverage experiences. From leading Australian chefs and restaurateurs like Matt Moran, to small hole-in-the-wall coffee shops and wine bars, the precinct will come alive day and night through the anticipated 50 food and beverage outlets on offer. There is little doubt that Barangaroo will become Australia's landmark future food and beverage destination and this partnership with Noma further enhances its position on the global food map.