

MEDIA RELEASE

IT'S RAINING AWARDS ON CENTRAL PIER

It caps off what has been an amazing year for the Atlantic Group [v] opening its doors officially on 18th August 2007 and unveiling its most bold undertaking- 4 sophisticated and stylish event spaces in a new home in Shed 14 at Central Pier Docklands. The once dilapidated and dusty cargo sheds 9 and 14, built in 1914, have come to life, establishing a new benchmark in event and function spaces.

Atlantic Group [v]'s four new event venues (*Peninsula, Atlantic, Sumac and Sketch*) have quickly earned a reputation as the destination for Melbourne's hottest parties and events.

In the last 6 months, Atlantic Group [v] has been honored winning 3 prestigious awards.

Firstly, Atlantic Group [v] was last announced the winner in the '*Function Centre caterer*' category in the Victorian **Restaurant and Catering Association Awards for Excellence**. Restaurant and Catering Victoria this year celebrated a decade of benchmarking industry excellence with the 10th annual Awards for Excellence. The Awards for Excellence are the restaurant and catering industry's most comprehensive and professional recognition system with entrants being judged on 55 to 66 different aspects of their business.

Next was the *Melbourne Award* bestowed by the **City of Melbourne** in the corporate category section, for our contribution to raising the profile of the Docklands.

Finally, the Atlantic Group won both the state and the national **Telstra Business Award** in the Medium corporation category.

On a personal level, our Managing Director was shortlisted as a finalist in the highly regarded **Ernst and Young Entrepreneur of the Year** program.

Managing Director of the Atlantic Group [v] Hatem Saleh said 'Genuine passion for the industry and good food and wine is attributed as fundamental to Atlantic Group [v]'s success. The vision for the Atlantic Group (v) is to deliver restaurant quality food each and every time whether we are serving 20 guests or 1400 guests.

In little over six months, Atlantic Group [v] had grown from a 30 person organisation to a Company that currently employs 60 full time staff and over 140 casual and part time staff. With more than 500 events already held in Shed 14, all signs suggest Atlantic Group [v] is once again on a path of continued success.

For further information:

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