



'LIFT OFF'
23/10/2008

ATLANTIC GROUP [V] ONSITE

FOR IMMEDIATE RELEASE
OCTOBER 2008

MELBOURNE'S HOTTEST NEW CONCEPT IN EVENT CATERING LAUNCHED WITH THE EVENT OF THE YEAR

WHAT

- LAUNCH OF *ATLANTIC ON SITE*, THE NEW AND CUTTING EDGE ON-SITE EVENT CATERING ARM OF ATLANTIC GROUP [V]
- CONTEMPORARY, IMAGINATIVE FOOD FOR FUNCTIONS WITH AN EDGE + LEADING-EDGE DESIGNER GLASS & DINNERWARE

WHEN

- THURSDAY 23RD OCTOBER 2008

WHERE

- THE TRANSFORMED URBAN WASTELAND OF CARE PUBLIC CAR PARK, 94 BATMAN STREET, (OFF DUDLEY STREET) WEST MELBOURNE

WHO

- ATLANTIC GROUP [V], MELBOURNE'S POWERHOUSE EVENT COMPANY FROM THE \$24M CENTRAL PIER FUNCTION HUB AT DOCKLANDS
- STATE AND NATIONAL WINNERS OF THE 2008 *TELSTRA BUSINESS AWARDS*, 2008 'MELBOURNE AWARDS' WINNER, 2008 *RESTAURANT & CATERING AWARDS* WINNER
- PARTNERS: HATEM SALEH, CON ANDRONIS AND TONY SCHIAVELLO. EXECUTIVE CHEF DAN SHANKS
- GUESTS: MELBOURNE'S BUSINESS, SOCIAL, POLITICAL AND OPINION LEADERS

WHY

- TO LAUNCH ATLANTIC ON SITE, A BREATH OF FRESH AIR FOR MELBOURNE'S PERSONAL AND CORPORATE EVENT ORGANISERS
- TO SHOWCASE ATLANTIC ON SITE'S CREATIVITY IN FOOD, SERVICE AND PRESENTATION - ON MELBOURNE'S MOST CHALLENGING STAGE

The on-site catering scene in Melbourne is undergoing a shakeup with the recent spectacular launch of *Atlantic On Site* on Thursday October 23rd 2008. The launch pad was a derelict carpark in West Melbourne - a challenge for any event organiser.

400 of Melbourne's hottest corporate and society names experienced the transformation from urban wasteland to 3 levels of gastronomic, audio and visual moving feast. Guests enjoyed a first-hand taste of the future of event catering.

The launch event showcased *Atlantic On Site's* cutting edge philosophy that delicious and imaginative food can be presented anywhere. A futuristic and technological environment enveloped this space and unexpected edible items were explored, opening minds to flavours and texture combinations and presentation methods never seen before. Amongst the most memorable taste sensations were Blackberry and tobacco jelly with yoghurt granite and blackberry caviar and Tempura rose petal with seared tuna and Manuka honey and truffle soil, indicative of the *Atlantic On Site* distinctive edge.

Atlantic Group [V], best known for its outstanding event venues at Central Pier Docklands, is behind this innovative venture. *Atlantic Group [V]*, national winners of the Panasonic Australia Medium Business Award in the 2008 *Telstra Business Awards* and originally established in 1999 at South Wharf, established itself as market leader in the competitive function venue market.

Driven by restaurateur/businessman, Managing Director Hatem Saleh in partnership with Con Andronis (*Clamms Seafood*) and Tony Schiavello (*Schiavello Group*), *Atlantic Group [V]* is responsible for invigorating The Docklands precinct. It has hosted more than 500 events since it opened its 4 venues *Penninsula*, *Atlantic*, *Sumac* and *Sketch* at *Shed14* Central Pier in August 2007. The team's acute entrepreneurial business acumen combined with Saleh's distinctive sense of style and his renowned personal approach has lead *Atlantic Group [V]* into its latest venture - *Atlantic On Site* - demonstrating that the art of taste-making need not be defined by location.

According to Hatem Saleh, *Atlantic Group [V]* has always prided itself on using the finest ingredients, perfect techniques and a sophisticated level of simplicity. In its chef-designed kitchens everything is made from scratch (a rapidly declining trend in the event catering industry) as the team of chefs strive to close the gap between restaurant and function dining.

"Our aim has always been to consistently deliver outstanding food to events of all sizes at Central Pier and now, with our new on-site catering arm, we will create magic in any location. It's really about planning ahead, being creative and using the freshest ingredients possible. These rules apply whether you're feeding five people in a home or five hundred people in a derelict carpark," says Hatem Saleh.

Beyond their exceptional food offering, the superior range of china, flatware, and glassware available for hire from *Atlantic On Site* was also on show at the launch event. Its high quality, designer items are a level above other function centres, hotels and caterers. And because they own the equipment, *Atlantic On Site* can provide it to their clients at a significant cost saving.

FOR MEDIA ENQUIRIES, LAUNCH EVENT IMAGES AND/OR TO SPEAK TO AN ATLANTIC ON SITE OR ATLANTIC GROUP [V] REPRESENTATIVE, PLEASE CONTACT COUTURE COMMUNICATIONS AND EVENTS:

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