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Press Release for immediate release



Peter Gordon's *The Sugar Club* to open at Sky Tower, Auckland

World-renowned chef Peter Gordon, of *The Providores* and *Tapa Room* and *Kopapa* in London, is thrilled to welcome an historic restaurant revival of *The Sugar Club* to the top floors of the Sky Tower in Auckland.

The Sugar Club has an iconic history, opening in central Wellington in 1986 with Peter being the first Kiwi chef to bring an Asian-infused menu to a New Zealand restaurant. This was followed by highly acclaimed and hugely popular incarnations in both Notting Hill and Soho in London, with Peter building up a reputation as the godfather of fusion cuisine with his innovative dishes. During this time, Peter also wrote his first of seven cookbooks, *The Sugar Club Cookbook*.

With arguably the best view in Auckland, *The Sugar Club* will open in July 2013 at Level 53 of the Sky Tower - Peter's favourite building in the City of Sails. Peter is excited about opening a new restaurant that represents a special period in his life as a young chef, whilst also offering an opportunity for visitors to experience exceptional Auckland views with Peter's famously relaxed, yet quality, dining experience. Peter says:

"In many ways it was *The Sugar Club* where I was head chef that launched my career in both New Zealand and then the UK. It first opened in a seedy street in Wellington in 1986, so to now have it in the tallest freestanding structure in the Southern hemisphere, which in itself has quite a space-age feel, but designed to my brief to resemble the art deco period infused with images from the gorgeous movie *I Am Love*, is quite a change. The food will continue my interest in flavours from around the world and I'll have some old *Sugar Club* favourites combined with dishes from some of my other restaurants and also, of course, new creations - which is what drives me."

Visitors will be delighted to experience a menu featuring some of Peter's most popular dishes from the three incarnations of *The Sugar Club* history, as well as many new dishes. The restaurant will offer, just as *The Providores* does, an express à la carte lunch menu, small plates for dinner guests and a weekend brunch menu; it will also boast an impressive beverage list - including a range of top New Zealand wines and spirits as many will have experienced at Peter's London restaurants. The stunning bar will also offer an extensive menu and the best views in Auckland - looking out towards Rangitoto Island.

Architecturally, Peter will be opening a chic space with a fresh, clean look, in turn making for a relaxed dining experience suitable for any occasion or group. His romantic theme, '*I Am Love*', based on his favourite film, produced by and starring actress Tilda Swinton, will see the premium Sky Tower views and space maximised to their full potential to create a truly unique dining experience.

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Notes to editors

- *The Sugar Club* website to follow shortly.
- Peter Gordon set up the kitchen of the original *The Sugar Club* restaurant in Wellington, New Zealand in 1986 followed by two British incarnations in London's Notting Hill and West Soho. In 2001 he opened *The Providores and Tapa Room* restaurant on Marylebone High Street with his business partner Michael McGrath. In 2004, he set up *dine by Peter Gordon* restaurant in the SKYCITY Grand Hotel in Auckland, soon followed by the *Bellota* tapas bar in 2006. Peter consults to Istanbul's *Changa* and *Müzedechanga* restaurants, and he also designs menus for Air NZ that can now be tasted across Air NZ's global network. In late 2010, Peter's latest London restaurant, *Kopapa*, opened at the heart of Seven Dials, bringing innovation and creativity to one of the capital's most vibrant eating areas.
- New Zealand born and UK-based, Peter writes his own cookbooks with *Peter Gordon Everyday* being his seventh to date (published November 2012). He has also appeared on various TV programmes on BBC, Discovery, Channel 4, and the Carlton Food Network, as well as on networks in New Zealand and the US, and writes for a number of publications across the world. Peter was awarded a New Zealand Order of Merit by Her Majesty the Queen in the 2009 New Year Honours List for services to the food industry.
- Peter Gordon's restaurant in SKYCITY's Grand Hotel, *dine by Peter Gordon*, will close on 1 June after eight years. A special degustation menu featuring Peter's "Best of dine" dishes will run throughout May, in a special offering leading up to the closing of the award-winning restaurant.
- For more information on Peter Gordon and his London restaurants *The Providores and Tapa Room* and *Kopapa* visit: www.theprovidores.co.uk, www.kopapa.co.uk and www.peter-gordon.net.