



MEDIA RELEASE: FOR IMMEDIATE RELEASE

Paul Wilson Reveals Name of Flagship Restaurant at Prahran Market

Top Melbourne culinary chef Paul Wilson is delighted to announce the name of his new flagship restaurant, **Wilson & Merchant**, scheduled to open at **Prahran Market** in mid 2016. The name reveal follows the 2015 announcement of the collaboration between Wilson and Prahran Market and is a tribute to Wilson's adopted city and incredible relationship with iconic food markets.

"I've always valued the exciting opportunity to work as a chef in such a uniquely produce-centric state. The relationships I've formed with Victoria's and Australia's most interesting and dedicated suppliers and farmers over the years has been an honour and a privilege. This knowledge and experience now comes together under one multi-faceted seasonal luxe urbane dining room and bar, at Melbourne's premium food market," he says.

The Wilson & Merchant (W&M) floor plan design takes inspiration from some of Paul's career highlights and most popular and successful venues. Visit to find a refreshed version of the luxe seafood bar at London's **Quaglinos** - a first for Melbourne diners. The quality, informality and visual excitement of the iconic **Botanical** brassiere circa 2000 will also take centre stage, complete with a retail wine and produce store available to both diners and Market visitors.

The quirky urban café boasting healthy, creative seasonal fare with artisanal cured and smoked meats, and street food surprises, lends itself to popular menu heroes from Sydney's **Icebergs Terrace & Bar**, sitting alongside clean, fresh luxe beverages from a fabulous bar.

The fit out, designed by award-winning **Kestie Lane Studio** (The Kettle Black Cafe) is a careful combination of elegance and calm ambient qualities with urban charm, perfect for the Prahran Market location. Housing close to 150 seats and boasting two outdoor areas, Wilson's latest venture will form the largest eatery at Prahran Market, inclusive of two open kitchens, a wood rotisserie and a raw bar.

"It's Sydney cool meets Melbourne urban edge through a series of indoor and outdoor areas by day and by night," says Paul.

Renovations of the W&M space on Commercial Road are now underway.

For further information or to organise a photo opportunity and/or interview, please contact Stefanie Reilly, PR Manager via stefanie.reilly@prahranmarket.com.au or 0401 422 214