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Paul Wilson to Launch Flagship Restaurant at Prahran Market in 2016

Top culinary chef **Paul Wilson** will soon call Prahran Market home with the launch of his flagship restaurant set to open on Commercial Road mid 2016. The highly anticipated multi-faceted restaurant and bar (name to be released) will celebrate only the best in quality artisan and local produce, drawing on some of Victoria's best producers.

Featuring an exciting all-day menu inspired by the accent and flavours of fresh seasonal Market ingredients, the new restaurant will promote the art of 'real cooking' with a refreshed luxe farm to table concept boasting modern Australian cooking and a locavore spirited bar with refreshing classic cocktails, Australian spirits, craft beers and artisanal local wine.

"Most of my restaurants have been fun before food and have been very social or cuisine specific. A fun and relaxed luxe vibe will still remain but food comes first," says Paul. "My aim is to provide an exciting produce-centric menu in tune with our ever-evolving Melbourne lifestyle, while still delivering service values that Melbourne can be proud of."

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 also the first eatery of its kind at the Market trading outside of normal business hours, combining an all day menu with dinner and after work drinks.

"We're thrilled to have Paul Wilson's flagship restaurant at Prahran Market. Paul's concept will be an iconic and affordable 'luxe urban eatery and bar', using the best local artisan produce available with some real elegance of an evening for our local customers," says Prahran Market General Manager, Christopher Young.

Wilson is known for his time establishing iconic restaurants such as the Botanical Hotel in South Yarra (restaurant of the year and two chef's hats); Prince of Wales Hotel Circa The Prince, and creative director of Icebergs Dining Room and Bar (two chef's hats) in Bondi. He is also a 'Delicious Produce' state judge for Victoria; a regular contributor for MasterChef Australia, Melbourne Food & Wine festival, Tasting Australia SA, Gourmet Traveller, and is an International Culinary Ambassador for Tourism Victoria.

"I want my flagship venture to become an establishment of quality and the pulse of the community for years to come, much like Prahran Market." says Paul. "It's a privilege and an honour to open a forward thinking restaurant at the best produce Market in Australia."

Renovations will commence in the new year with more details to follow.

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