

## MEDIA RELEASE

### A big slice of Italy opens in a little Brisbane laneway

**Brisbane, Australia - 17 December 2009:** When you bring Italy and Australia together you get some good things, but you get even better things when you bring Italy to Brisbane - like The Veronicas and Willie Carne.

Brisbane is set to be the first Australian location for successful international restaurant chain **Vapiano**, which will officially open its doors in the CBD's newest development hot-spot **Albert Lane** tomorrow, **Friday 18 December**.

According to director Will Cooke, the Vapiano team will create good old-fashioned Italian recipes using only the best local meat, produce and cheese.

“When we say local, we mean local. Whenever we can, Vapiano will source produce from within 150 kilometres. We’re even growing our own herbs and making our own pasta and pizza fresh every day. Our aim is to get food from farm to fork as quickly as possible,” he said.

“Our range of cheeses, including our buffalo mozzarella which is hand made from pure buffalo milk, is from Vannella Cheese from Milla Milla in Far North Queensland; our olive oils are pressed from frantoio olives grown in the South Burnett region north west of Brisbane; our eggs are from a farm on the Darling Downs just west of Brisbane; and our fresh fruit, vegetables and extra herbs come from Bowen, Bundaberg, Gatton and Logan.

“Essentially Vapiano means ‘live easy and relaxed, live healthy and longer’, which is the approach we’ve taken to our food service. Vapiano is the definition of a new ‘fresh casual’ approach to dining where people can get good quality food quickly without having to pay the earth. Our selection of over 50 pizzas and pasta combinations range from \$13 to \$19 with salads from \$7 to \$13,” Will said.

Vapiano Albert Lane will have 75 staff working busily behind the food service counters to prepare fresh meals as they are ordered. The company’s approach to customer service will be a first-of-its kind in Australia, with diners being given a chip card on arrival which they can charge all food and drink to as they order and then pay at the end.

“The chip card system is very popular overseas, because customers can order what they want when they want and at the end of the meal don’t need to worry about splitting the bill with friends or work colleagues. It’s a flexible system which puts the customer in control,” Will said.

The Vapiano concept began in Hamburg, Germany in 2002 and is now well established with more than 65 worldwide locations. Another 100 stores are in development in the United States, Europe and the Middle East. There are four locations planned for South East Queensland in the next two years.

Vapiano Albert Lane will be open from 11am to 11pm seven days a week. Visit [www.vapiano.com.au](http://www.vapiano.com.au) for further information.

**Vapiano's Will Cooke's fast facts and favourite sayings about feasting on Italian food**

- The trouble with eating Italian food is that 5 or 6 days later you're hungry again (George Miller)
- You better cut the pizza in four pieces because I'm not hungry enough for 6 (Yogi Berra)
- Simplicity is the ultimate sophistication (Leonardo da Vinci)
- One of the very nicest things about life is the way we must regularly stop whatever it is we are doing and devote our attention to eating (Luciano Pavarotti)
- There is no love more sincere than the love of food (George Bernard Shaw)
- No man is lonely while eating spaghetti (Christopher Morley)
- The perfect lover is one who turns into pizza at 4am (Charles Pierce)
- 'Latte' is Italian for 'you've paid too much for your coffee' (anon)

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**Note: images of Australia's first Vapiano restaurant are available on request.**