

3 July 2009

Ironside... next stop Sydney's Good Food and Wine Show

The newly refurbished Ironside, Fisher & Paykel's imaginative showcase of its premium Izona range of cooking appliances, will be at Sydney's Good Food and Wine show this weekend at Darling Harbour's Sydney Convention Centre.

The custom-fitted shipping container is cleverly split into two distinct kitchen areas - 'Kitchen of Tomorrow' and 'Kitchen of Today' - showcasing a full range of F&P products which clearly think outside the square in relation to design, function and aesthetics.

"The Good Food & Wine Show attracts the people that are passionate about food." said Sophie Wardrop, Brand Manager Fisher & Paykel.

"Fisher & Paykel are also passionate foodies and recognise the importance in designing cooking products that not only look great but enable the user to easily produce the best possible cuisine." Said Ms Wardrop.

Kitchen of Tomorrow has been fully renovated to include Fisher & Paykel's OB90 under bench oven, designed to perfectly complement its state-of-the-art Izona range of premium cooking appliances.

'Kitchen of Today' now includes Fisher & Paykel's latest DishDrawer model and its new Touch&Slide™ and induction cooktops.

"Chef Glenn Flood from Raw Materials Studio will be demonstrating exciting recipes on our new cutting edge and stylish mobile cooking station." Said Ms Wardrop.

Raw Materials - The Studio is Melbourne's premium demonstration kitchen, studio and events space located within a lofty warehouse.

The architect-designed facility has been built in Footscray, Melbourne next to Raw Materials factory and will function as a professional cooking and food photography studio, as well as a public venue for product launches, private events or cooking classes'

For further information contact:

Maxicom Public Relations

Kristine Landi ph: 02 9965 9300 mob: 0415 869 432 email: kristine@maxicom.net.au