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# Australia's top chefs to cook on Fisher & Paykel

***F&P announces latest cooking school alliance***

Fisher & Paykel is delighted to announce its latest alliance with a premium Australian cooking school, Queensland's premium food distributor, Black Pearl Epicure. As part of its refurbishment, Black Pearl Cooking School, based in Brisbane's Fortitude Valley, will install Fisher & Paykel's premium IZONA products and a selection of its Designer range of appliances into the school's new demonstration and hands-on kitchen areas.

"Black Pearl Epicure is one of Brisbane's most popular and respected cooking schools and this alliance continues Fisher & Paykel's growing relationship with Australia's top cooking schools, said Peter Russell, National Marketing Manager, Fisher & Paykel.

"We now have strategic partnerships with NSW's Sydney Seafood School; Victoria's Raw Material's The Studio; and now Queensland's Black Pearl Epicure.

"This is part of a deliberate strategy by Fisher & Paykel to align itself with top caterers, chefs and foodies to support its premium cooking offering," said Mr Russell. "Additionally there is a strong experiential marketing element to all of this; we want foodies to directly interact or experience these advanced new products".

"Their choice of Fisher & Paykel cooking appliances is a powerful endorsement of the quality of our products both in design and functionality. As professionals, these people demand only the best, and this clearly demonstrates our domestic appliances will withstand even the most robust treatment at a cooking school.

"There are great synergies between us and out strategic partners as we are all dedicated to inspiring consumers to cook, entertain and enjoy quality food."

Media Release

The newly refurbished Black Pearl Epicure kitchen areas will include Izona CoolDrawers and Izona VentSurface, OB76 Designer Pyrolytic oversized ovens; Titan Cooktops; the Designer French Door Ice & Water Refrigerator and F&P's iconic product, DishDrawer.

"Black Pearl cooking school offers cooking classes which allow guests to sit, watch, taste and learn, says Mr Babak Hadi, Managing Director, Black Pearl Epicure. "We are thrilled our guests will now have the chance to enhance their cooking skills using top of the range Fisher & Paykel appliances."

The school will reopen for classes on:

**For further information:** please contact: Kristine Landi, Maxicom Public Relations on (02) 9965 9318 or mble: 0415 869 432 or kirtsine@maxicom.net.au

**Note to editors:** Black Pearl Epicure is a premium food institute, comprising a wholesale distribution business, showroom and cooking school all located in adjoining warehouses in the Fortitude Valley district in Brisbane. Hi-res images available on request