

**4 November 2016**

**Media Release**

**Food festival to bring a taste of Australia for Pakistani food lovers**

The Australian High Commission, in collaboration with the Australian Trade and Investment Commission (Austrade) and Avari Group of Hotels brings food lovers in Karachi a taste of the best of Australian cuisine. The Australian Food Festival at the Avari Towers will offer an exciting Australian menu from 4 -10 November prepared by visiting Perth Chef, Jesse Hands.

The Australian High Commissioner to Pakistan, Margaret Adamson, and Erik Huyer, General Manager of the Avari Towers opened the festival. They were joined by food lovers from the business, arts, cultural and government sectors and media.

High Commissioner Adamson said the Food Festival was a testament to the fact that food was an important part of both Australia's and Pakistan's cultural heritage and identity.

"Australian cuisine reflects both its indigenous heritage and multicultural diversity. Australian cuisine is a kaleidoscope fusion of cultures, including Pakistani, which showcases the abundance and diversity of Australia's fresh green and clean produce," Ms Adamson said.

"Australia and Pakistan are actively exploring avenues to expand bilateral trade and investment, particularly through our support to Pakistan in food production and agriculture. Australian food franchises are increasingly popular in Pakistan with ConeHeads and the Chocolate Room recently joining the well-established Gloria Jeans," she said.

Avari Towers General Manager Erik Huyer said: "We always strive to bring the best of the cuisines from around the world and this time we feel proud to partner with my Home Country and give everyone an opportunity to explore their taste buds with the sizzling barbecue and many more food items prepared by Australian Chef Jesse who has flown specially from Perth. With the hot days and crisp night there is no better time to have the Food Festival, entailing an assortment of mouth-watering Australian dishes and barbecue."

The week-long Australian Food Festival will feature the best of Australian barbecue with quintessential Australian spices, meat and seafood imported from Australia.

The Australian Trade and Investment Commission (Austrade) facilitates business to business links between Australia and Pakistan including in retail outlets, franchise stores, food chains, dairy companies and restaurants.

**ENDS**

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