



Media Release

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'I LOVE FOOD AWARDS 2009'

The results for Australia's biggest people's choice food awards are in!

XYZnetworks' LifeStyle FOOD Channel today announces the results of the **I Love FOOD Awards 2009**. With close to 100,000 votes received in the 16 categories it was an overwhelming response.

*"The **I Love FOOD Awards** is a very exciting initiative for our channel," said Nicole Sheffield, General Manager. "We received a phenomenal number of votes for our second year and gained some fascinating insights into where and how Australians are eating out."*

"From the results we can see that Mexican is hot! It was the most hotly contested category this year proving incredibly popular with voters. It was the real stand out which is perhaps a reflection of a shift away from the traditional favourites of Chinese and Italian. Australians are also appreciating local produce with a number of the most popular restaurants sourcing all of their produce from the local area."

"The list is a great mix of established and award-winning restaurants along with some undiscovered gems as voted by passionate locals supporting their favourite places to eat out. We couldn't be happier with the results and congratulate all the winners."

The overall national **I Love FOOD Awards** favourite place to eat out is Zushi in Darlinghurst, NSW, which also won Favourite Asian Restaurant.

*"We are just so thrilled with this award!" Jason Ang, co-owner of Zushi, said of the win. "The **I Love FOOD Awards** mean so much to us as it is a people's choice award. We are incredibly proud of the food we produce and are humbled by the support from our customers."*

Australia's favourite places to eat out were varied and represented the length and breadth of the country. From the award-winning Max's at Red Hill Estate on the Mornington Peninsula to Jus Burgers in Leederville for a great burger. Almond Bar for authentic Middle Eastern mezze in Sydney; delicious seafood at Lagoon in Wollongong; the popular Taco Bill in South Melbourne; tasty vegetarian at Simply Foods in Darwin; and for coffee devotees it was Campos in Newtown and Campos Coffee in Fortitude Valley.

The **I Love FOOD Awards** are unique as they reward Australia's favourite places to eat out as chosen by the Australian public. From the results LifeStyle FOOD will create Australia's largest viewer voted online eat out guide. A guide like no other because the places are tried and tested by fellow food loving viewers.

The **I Love FOOD Awards** Eat Out Guide is now live with all national and state winners. The Eat Out Guide includes favourite cuisine listings from each state, venue photographs and signature dish information, a variety of search options and the ability for users to tell us what they think. Each month the Guide will feature video interviews with some of the favourites.

I LOVE FOOD AWARDS 2009 National Winners

AUSTRALIA'S FAVOURITE RESTAURANT – Zushi, Darlinghurst, NSW

AUSTRALIA'S FAVOURITE ASIAN – Zushi, Darlinghurst, NSW

AUSTRALIA'S FAVOURITE MODERN AUSTRALIAN – Max's at Red Hill Estate, Mornington Peninsula, VIC

AUSTRALIA'S FAVOURITE ITALIAN / PIZZA – Parso's Gourmet Pizza, Pacific Pines, QLD

AUSTRALIA'S FAVOURITE BISTRO / PUB MEAL – Martin Place Bar, Sydney, NSW

AUSTRALIA'S FAVOURITE EUROPEAN – Baguette Bistrot+Bar, Ascot, QLD

AUSTRALIA'S FAVOURITE MIDDLE EASTERN – Almond Bar, Darlinghurst, NSW

AUSTRALIA'S FAVOURITE MEDITERRANEAN – 1 Two 3 Mediterranean Dining, Broadbeach, QLD

AUSTRALIA'S FAVOURITE VEGETARIAN – Simply Foods, Darwin, NT

AUSTRALIA'S FAVOURITE SEAFOOD – Lagoon Seafood Restaurant, Wollongong, NSW

AUSTRALIA'S FAVOURITE LATIN AMERICAN – Taco Bill, South Melbourne, VIC

AUSTRALIA'S FAVOURITE PIE – Hank's Kitchen, Grafton, NSW

AUSTRALIA'S FAVOURITE HAMBURGER – Jus Burgers, Leederville, WA

AUSTRALIA'S FAVOURITE COFFEE – Campos, Newtown, NSW

AUSTRALIA'S FAVOURITE FISH AND CHIPS – Blue Fish, Pyrmont, NSW

AUSTRALIA'S FAVOURITE ICE CREAM / DESSERT – Trampoline Gelato, Doncaster, VIC

AUSTRALIA'S FAVOURITE CAFÉ / DELI – Campos Coffee, Fortitude Valley, QLD

Visit www.lifestylefood.com.au for all of the I LOVE FOOD Awards results and Eat Out Guide.

*“Restaurant & Catering Australia (R&CA) is thrilled with the success of the **2009 I Love Food Awards**,” said John Hart, CEO, R&CA. “The massive level of participation demonstrates that despite the economic down turn, Australians and restaurateurs have not lost their appetite for dining out. In fact, if you look at recent retail trade figures, the opposite seems to be true. In April 2009, turnover for the cafes, restaurants and takeaway food services industry was a surprising 5.7% up on April 2008.”*

“Congratulations to the LifeStyle FOOD Channel for such a fantastic campaign. Given the level of support by consumers and restaurants alike, Australian restaurants certainly have reason to be optimistic about the future - especially if they continue to adapt changing clientele needs and market conditions - which they are clearly doing.”

LifeStyle FOOD favourite Stuart MacGill hosted the 2009 campaign. Stuart will visit a range of the winning restaurants for stories that will screen on LifeStyle FOOD throughout the year.

LifeStyle FOOD is available on FOXTEL and AUSTAR.

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XYZnetworks is a subscription television channel and program production company specialising in lifestyle, music and weather. XYZnetworks owns and operates seven leading brands including The LifeStyle Channel, LifeStyle FOOD, Channel [V], [V]2, MAX, Country Music Channel and The Weather Channel. XYZnetworks also owns Arena TV, distributes global giant Discovery Channel and jointly owns kids powerhouse Nickelodeon and Nick Jr. Collectively the channels reach more than 4.3 million* television viewers. XYZnetworks is equally owned by FOXTEL and AUSTAR. *Source – OzTAM