



地下

#PRCSTYLE

*ANYTIME*  
**ANYWHERE**

PETER ROWLAND



# FUNCTION

---

# FLAIR

---

*An empty warehouse, a deserted beach or a manicured garden. A private home or a rambling laneway. An intimate art gallery or a giant exhibition hall. Our Catering & Events team can deliver your event vision anytime, anywhere.*

Bespoke events have been our business for more than 50 years. Whether your function is a product launch, gala dinner, reception or a private celebration – provide the vision, the theme or a brief and our team will set to work creating menus, producing styling, adding creative touches and managing the entire event.

Let our team create memorable hospitality experiences for you and your guests wherever and whenever you wish.



**PRC INSPIRATION**



**TOKYO VIBE**

Our Catering & Events team transformed an underground gallery space into a cornucopia of Tokyo infused delights – neon dance floors, cinema screens, arcade games and harajuku dress ups matched with a giant circular cocktail bar, sushi and dessert stations plus a host of roving entertainers to delight the crowd. Food naturally riffed on traditional and modern Japanese cuisine, ensuring a total immersion into the sometimes crazy but always cool Tokyo.



*PRC's stylist indulged a client's love of pink to bring to life a fuchsia infused private celebration.*

Taking care of all the elements from menu design, styling and special staff uniforms, this 40th Birthday party was all about infusing fun into the occasion. The setting was the client's residence and PRC provided a seamless service for the entire event from initial idea to last drinks – and of course the clean up!



**THINK  
PINK**



# RISE TO THE OCCASION

*Set underneath Queens Bridge, this three week temporary bakery, bar and cafe was a celebration of our love of 'the daily bread'.*

The Festival Bakery & Bar' saw a revolving line up of international and local bakers showcasing their delicious baked goods, an all day grazing menu, ever changing coffee roasters and workshops for all ages.

Conceived by Melbourne Food & Wine Festival, the PRC team devised a baked goods inspired menu to offer every day of the Festival, worked with the guest line up of bakers, baristas, producers and Festival sponsors and activated a team of staff from dawn til dusk to run this dynamic pop-up space along the banks of the Yarra River.



## Discover. Cook. Learn. **FEAST.**

*Proving that all we need is a brief, The Social Kitchen Cooking School was the perfect collaboration between PRC and client Fisher & Paykel.*

Our role in producing the city's slickest pop-up cooking school at Queen Victoria Market saw the team devise a 26 week program of hands on cooking workshops and develop a series of Master Classes with Melbourne's most in demand chefs.

The Social Kitchen classes saw our hosts lead shopping expeditions to meet Market traders and source seasonal ingredients, while our chefs worked side by side with participants to offer expert tuition at the state of the art individual cooking stations featuring Fisher & Paykel appliances. Classes finished with a shared feast of the delights prepared during the class. From concept to delivery, PRC relished sharing our love of food and bringing a brand to life.





PRC INSPIRATION

# CITY showcase

*How to create an engaging event for 4000 guests? We kept it relaxed, fun & interactive to respond to a 'Melbourne' centric brief.*



Our team opted for the Royal Exhibition Building to host the large scale occasion – we brought in a fleet of food trucks (even Mr Whippy!) and created a range of purpose built mobile food carts where guests could graze over a scintillating slice of Melbourne's multicultural food scene throughout the evening. Engaging circus performers took centre stage, while a revolving line up of roving performers added to the atmosphere.



## LONG LUNCHING

*A long lunch table for 1600 guests? No problem. Peter Rowland Catering once again brought the Melbourne Food & Wine Festival's Bank of Melbourne 'World's Longest Lunch' to life – this year in the spectacular inner city setting of the Fitzroy Gardens.*

Victorian produce was centre stage as guests feasted on a three-course menu designed by chefs Shane Delia and Adriano Zumbo. The logistical feat – performed by Peter Rowland's brigade of chefs and service staff – included organising specially designed catering and kitchen marquees, food preparation and service stations, ensuring the Longest Lunch continues to be a must-do spectacle on the Melbourne food calendar.



# FOOD BY DESIGN

*Whether it's a cocktail celebration or a pop up activation, a lavish banquet or enthralling food installation, our team of experienced chefs & food designers can create engaging gourmet experiences. Imagination is the only limitation...*

---







**EYE FOR DETAIL WITH  
CUSTOM CREATED  
PRESENTATION**



**SERVICE WITH A DASH  
OF DRAMA BRINGS  
EXTRA PANACHE**



**ART ON A PLATE DISHES WITH CAREFULLY  
CURATED INGREDIENTS**



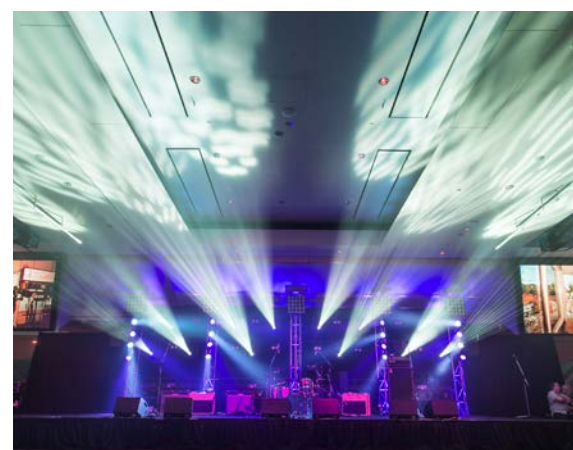




# PRC style

*There's more strings to our bow than food and beverage – our Catering & Events team can help style every aspect of your event to create memorable experiences for your guests.*

*From the simple selection of crockery and creating elegant table dressing; to floral styling, bespoke staff uniforms, lighting effects or entertainment, we can help infuse some PRC style into your next function. Bring your brand or event vision to life thanks to our Black Book of contacts and in-house team of expert food designers, creatives and stylists.*







---

*We look forward to collaborating on your next event – our experienced & creative event specialists can assist adding impact, creativity & a host of personal touches to your upcoming function.*

This document is intended to be distributed electronically. Please consider the environment before you print. © Peter Rowland Catering

Peter Rowland Catering  
8 River St, South Yarra VIC 3141 +61 3 9825 0000  
[peterrowland.com.au](http://peterrowland.com.au) [info@peterrowland.com.au](mailto:info@peterrowland.com.au)

**PETER ROWLAND**

