



Cooking Fever hits Sydney

A host of Aussie celebrity cooks to serve Sydneysiders at unique pop up arcade inspired restaurant



In a world first, food lovers nationwide can grab a free gourmet meal and step inside an arcade app-inspired restaurant. On Sunday 31st January four of Australia's most loved celebrity cooks will battle it out at Manly beach to bring the COOKING FEVER app, a popular time-management game, to life.

Popular celebrity cooks staffing the restaurant at the COOKING FEVER LIVE EVENT on the beachfront of Manly Corso include:

- Australia's first-ever MasterChef winner **JULIE GOODWIN**
- 2012 MasterChef All Stars winner **CALLUM HANN**
- MasterChef 2014 winner **BRENT OWENS**
- MasterChef favourite and *Everyday Gourmet* **JUSTINE SCHOFIELD**



The cooks will compete against each other in a real life version of COOKING FEVER, re-enacting the fast paced time-management game and ensuring they keep all their customers satisfied.

And, the search is on to find four restaurant managers (no hospitality experience required) staffed by the celebrity cooks. Aussie COOKING FEVER fans can win the ultimate prize – they will be flown to Sydney to team up with a celebrity cook and 'control' them in the food making process at the unique pop up restaurant. Just like in the game, the food can't be served unless someone is in control. And it could be you!

Simply visit www.facebook.com/CookingFeverAustralia to enter, by Sunday 24th January, 2016.

To dine at the outdoor pop-up COOKING FEVER restaurant, download the game (it's FREE!), AND visit us at Manly to play the game in real life.

What: COOKING FEVER LIVE EVENT
When: Sunday 31st January, 2016
Time: 1:00 – 2:00pm - Competition and free lunch to kick off at 1:00pm sharp.
Where: Beachfront at the end of Manly Corso.

" Over 1.6 million Australia's have downloaded Cooking Fever already – that's 5% of the country! " says Victoria Trofimova (CEO of Nordcurrent Ltd) from Cooking Fever Head Office. "We are excited to celebrate the success with our Aussie fans with our world first COOKING FEVER LIVE EVENT. What better venue to set up our one day restaurant than at one of Australia's most iconic beaches - we can't wait to see the COOKING FEVER app come to life".

The COOKING FEVER game has been in market for over 12 months and has delivered over 65 million downloads, across the globe.

COOKING FEVER Game Trailer:

<http://www.nordcurrent.com/android/cooking-fever>

Download COOKING FEVER for free on the App Store

<https://itunes.apple.com/au/app/cooking-fever/id714796093?mt=8>

Download COOKING FEVER for free on Google Play

<https://play.google.com/store/apps/details?id=com.nordcurrent.canteenhd&hl=en>

COOKS AVAILABLE FOR INTERVIEW

For further information, including Celebrity Cook interviews, COOKING FEVER images or to attend the event, please contact STELLA KATSAROS, Publicity Manager, Free Publicity at stella@freepublicity.com.au or on 0411 504048

About the COOKING FEVER app:



Founded in September, 2014 COOKING FEVER is a FREE time management app where players cook delicious meals and desserts from all over the world! With a choice of 12 unique locations, from desserts and fast food to oyster bar and oriental restaurant, players practice their skills in a variety of settings and cooking techniques. Players can try all the possible kitchen appliances, from coffee makers and rice cookers to pizza ovens and popcorn makers. They can even decorate their restaurants to attract more clients!

About the COOKING FEVER developer



Nordcurrent is an international publisher and developer of free-to-play and casual games for smartphones, tablets and PC/Mac. Established in 2002, Nordcurrent is best known for its 101-in-1 Games® series which was downloaded by more than 40 million users, Happy Chef® series that was downloaded by more than 15 million users, and a fresh hit COOKING FEVER® with more than 50 million downloads during first year. Nordcurrent employs more than 80 people, is headquartered in Vilnius, Lithuania and has two development studios in Vilnius, Lithuania and in Warsaw, Poland.

COOKING FEVER CELEBRITY COOKS BIOGRAPHIES:

JULIE GOODWIN

In 2009, a record-breaking 4 million Australians tuned in to watch Julie Goodwin become the first ever winner of *MasterChef*. Viewers loved her honesty, sense of humour and humble cooking style, and when her first cookbook, *Our Family Table* was published, Julie also became one of Australia's best-selling authors. In 2012, Julie dusted off her *MasterChef* apron for charity in *MasterChef All Stars*, raising an incredible \$20,000 for Oxfam in the process. Julie writes a regular column in *Australian Women's Weekly* and has opened her cooking school on the Central Coast in NSW. She has just released her fourth cookbook *20/20 Meals*, which shows how to feed a family of 4 for \$20 with cooking in 20minutes.



CALLUM HANN

Callum was born in the Barossa Valley, South Australia. Following his success as runner-up on the 2010 series of *MasterChef*, Callum worked with renowned chef George Calombaris at his various Melbourne restaurants, then travelled around Australia teaching university students valuable cooking skills and how to eat nutritiously on a budget. Callum then established Sprout – a hands on interactive cooking school- with dietician Themis Chryssidis. Callum has since published two cookbooks- *The Starter Kitchen* and *"I'd Eat That!"*, won the inaugural series of *MasterChef All-Stars* and has become ambassador for PIRSA, Market Fresh SA, Thankyou Food TM, Wesley's Food for Families and the Cancer Council. He is also a regular presenter on the food and lifestyle program, *SA Life*.



BRENT OWENS

The 2014 *MasterChef* winner's passion for food started when he was just 16. He loved to watch and follow the world's iconic chefs but, the road to a culinary career wasn't exactly conventional for Brent. Before entering and winning *MasterChef*, Brent's trade was bobcat driver! However, this keen sportsman's cooking flair, inventiveness and personality endeared him to the nation's audiences and he was crowned the Series 6 *MasterChef* winner! Since his win, Brent has collaborated with a range of media and businesses and his food career has really taken off! He's cooked meals in India, and presented at numerous local and international events including the South African Good Food and Wine Show in 2015. His recipe collection *Dig In!* has been published recently through Hardie Grant.



JUSTINE SCHOFIELD

Intelligent and sassy, Justine brings a youthful energy and touch of French flair to everything she does. A poster girl for today's busy, motivated career woman, she is the host of popular daytime cooking show *Everyday Gourmet* on Network 10 in its fifth series, runs a high end catering company and writes a regular column for *taste.com.au* magazine. As one of the most popular contestants to come out of Series one 'MasterChef' in 2009, 6 years on, Justine has built a career out of everything she loves and has well and truly established herself as a familiar and well-respected face of the Australian food and media industry.

