

INTRODUCTION

Who can turn their restaurant dream into a reality?

Five teams from around Australia, all with an idea for a new restaurant, have been given the chance to live their dream. But can they turn their dream into a money-making reality?

RESTAURANT REVOLUTION is a new multi-night reality show which sees ordinary Australians charged with designing and running their own pop-up restaurant.

The series offers a truly interactive experience for viewers who can dine in and sample the food, service and atmosphere for themselves, plus contribute their own review in the restaurant's Feedback Booth.

Five pop-up restaurants have been craned into capital cities across Australia. Our teams - of between one and four people - must transform their blank restaurant canvases into money-making successes.

They need to design a restaurant from the ground up – everything from décor to menus to staffing - and then open their doors to the paying public.

More than a food competition, RESTAURANT REVOLUTION is about which team can run a successful business. Each week, they'll be judged by a team of experts, their customers and also on their profit margin.

In the end, the best and most profitable restaurant of the series will win the grand prize of \$200,000.

RESTAURANT REVOLUTION is hosted by Adelaide-based chef and restaurateur Jock Zonfrillo. Industry experts Neil Perry, Jess Ho, Erez Gordon and John Lethlean will judge and mentor the teams.

The series is an in-house production from 7 Productions. Sonya Wilkes and Deb Byrnes are Executive Producers, Matthew Apps is Co-Executive Producer and John Karabelas is Series Producer.



OVERVIEW

These five teams have been given the chance to live their restaurant dream - but can they turn their dream into a money-making reality?

Sydney

Aspiring head chef Dom

Somewhere Nice, Centenary Square, Parramatta

Melbourne

Fiery foodies Nathan & Maz

Scarfo, St Kilda Triangle, Lower Esplanade, St Kilda

Brisbane

Food truck family John, Justine & Maggie

Puerto, QPAC Playhouse Lawn, Corner of Russell St and Grey St, Southbank

Adelaide

Chef siblings David, Asa, Reine & Anthony

28 Street, Victoria Square

Perth

Savvy sisters Carmen & Nicole

La Linea, 103 Oxford St, Leederville

Business Hours:

LUNCH: 12-4pm Wednesday to Sunday

DINNER: 6-11pm Wednesday to Saturday





Lone ranger Dom is on a mission to make his childhood dream of owning his own restaurant a reality - at the tender age of just 22!

It would be easy to underestimate this chef of five years from Kellyville. But he says his passion and competitive nature will see him through to the end. A sous chef, Dom has been building his dream restaurant in his mind since he was a 10-year-old, when he was first infected with a passion for food after working in his Uncle Mark's restaurant in the Watagan Mountains.

"We made honey cream of carrot soup. Someone sent compliments to the chef and it was the first real sense of accomplishment I'd felt," he admits.

Since then, his birthday and Christmas wishlists included a Jamie Oliver frypan for his 12th birthday and a wood-fired pizza oven for his 14th. "They aren't your normal Christmas and birthday presents but they were all fun to me. I loved them."

After earning his stripes, Dom says being the boss comes naturally to him and he can't wait to hire his own team.

"I do have a big and loud presence so nobody ever guesses my age when they look at me. I'm very direct, very upfront, a completely different person in the kitchen to who I am sitting down chatting to someone," he says.

Flying solo doesn't scare this brave Gen Y'er, although he does worry people may think he's arrogant for the decision to go it alone.

Far from being arrogant, he says he is simply being proactive in chasing his lifelong dream.

"At the end of the day I'm actually getting a chance to execute my vision and my dream. I've got no one to argue with, nobody telling me this is wrong, no compromising. If it doesn't work, there's no throwing the blame. But if it all goes well, then it's all on me too which is really cool."

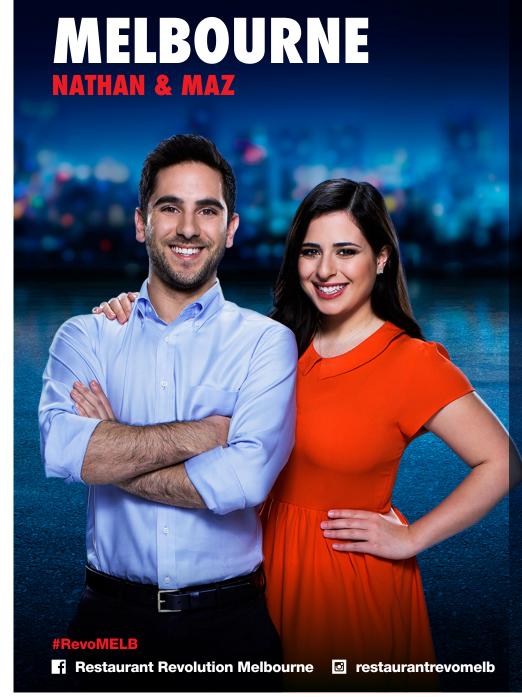
All of Dom's spare time is spent trying out new recipes and cooking for his mates. "Sometimes I have to educate them.

Once I brought out some broccolini and they had no idea what it was!"

The menu for his dream restaurant has been in the works for years but Dom admits he's not one to follow trends. "I tend to not look at trends so much. I'm more focused on bringing it back to what's fresh and in season."

Despite all the hard work ahead in opening his first restaurant, Dom has one sure-fire way to help him though the tough times.

"Every time I put up a plate I see bon appétit (tattooed on his right wrist) and it reminds me that no matter how bad a day you're having, when you're in the kitchen it's all about the customer enjoying their meal. I want people to enjoy what they're eating and have a good time. This is my passion, this is what I'm supposed to do and I can't see myself doing anything else."



Victorian couple Nathan and Maz are aiming for an eating revolution when they open the doors of their restaurant in their home state.

"We have our fingers on some really cool stuff that most people in Australia haven't seen or touched before," says chef Nathan, 27.

Girlfriend of 18 months, Maz, is ecstatic that her beau finally has the chance to showcase his own evolving unique style of cooking. "Nathan is breaking out. He's doing straight up contemporary food using elements from different cultures."

This loved-up pair met while working in the same restaurant but Nathan didn't ask her for a date until six months after she'd left. Marketing and PR executive Maz, 24, who thought she'd hung up her waitressing apron until now, is ready to resurrect her hospitality career as maître d' of their new venture.

"We've spoken about staff until the cows come home; we know how we are going to run the restaurant," says Maz. "We are organised, passionate and driven."

Part of their plan is to recruit chefs that have previously worked with Nathan so they know his work style and famed temper.

"There is a bite, don't get me wrong. Because when you're dealing with seconds, not days or months, you don't have time for please and thank you. You have time for now, do it now. With creativity comes passion," says Nathan.

While he is used to being in charge of the kitchen, at home it's a different story.

"We are both stubborn," admits Maz. Adds Nathan: "We're both strong and like to think we're the boss. In our own way we are but we work much better as a team."

These 20-somethings have a very clear and unified uber-cool vision in mind and lots of energy to see it through to completion.

And it doesn't hurt that Nathan's dad Joe and Marilyn's parents, Dorothy and Con, have all been involved in the restaurant game for many years.

Joe builds restaurants which Nathan, who has Italian German heritage, says has exposed him to lots of plans and concepts over the years. "I'm around lots of styled restaurants all the time," he says.

Maz's Greek parents, who are now semi-retired, have owned seven cafes in the past. "We had to learn about small business from an early age. Dad was the cook and Mum was the business brains. It's sort of like our dynamic," says Maz.

Foodies at heart, and big on family, this couple surprisingly don't keep a lot in their refrigerator at home because they dine out most of the week and catch up with family on the weekends. "We love to eat out," says Maz.

On the rare occasion they are at home, tennis and video game-loving Nathan's favourite food is toasted sandwiches!
"Maz makes a good sandwich," he grins.





John is ready to trade in his fish taco food truck for his own restaurant and he's bringing his future mother-in-law along for the ride!

Along with live-in girlfriend of four years, Justine, and her mother, Maggie, the Queensland team has their sights set on a Mexican restaurant with an Asian twist.

"We want to have a Mex fusion with Asian food," says former machinery operator John, 28.

John and Justine's love affair with tacos started during an epic seven-month tour of Central and South America in 2012. They devoured so many fish tacos during their travels that they were left despondent when they returned to their Sunshine Coast home, only to discover none of the local Mexican restaurants served anything even close to the perfection they had been eating daily in Mexico.

"We started experimenting with recipes and then just kept adding things and eventually came up with a really good one and thought, 'Why not sell them because no one else has them," says Justine, 26, a civil engineer.

"I am impulsive so I probably had a good hand in that," adds John.

While their truck started operating in September 2014, it was a good year of planning and building before they were ready to hit the road. With the truck selling out quickly at markets and festivals every weekend, Maggie took to Facebook-stalking her daughter to find out where the van would be and would turn up desperate to lend a hand.

Since then the three amigos have been inseparable and they are now brainstorming how to evolve their tiny fish taco truck into a restaurant ready to take on the Brisbane food scene.

"I think we are really dynamic," says John.
"Justine is a good manager, she is sensible and has a manager's attitude - everything has to be calculated. I bring spontaneity and creativity. And Mags is the crazy one, but she brings a good vibe especially when we are stressed and times are busy."

Justine thinks that their biggest challenge will be styling the restaurant space. "We are not really good with styling and decorating but we want to create a fun, casual dining experience that takes you away from the city."

Mum to three and a grandma to one (with another on the way), IT consultant Maggie, 59, says the Restaurant Revolution experience is a great way for her to drop in more hints about grandchildren.

"Oh, it's a good joke!" says Justine, who loves to rock climb, hike and go camping with her beau. "We have spoken about getting married but we haven't spoken about when. We don't want to do it while we are developing the business."



In the South Australian restaurant it could be a case of too many cooks – three qualified chefs and a cook to be exact - spoiling the broth.

But then the Donehue siblings put that theory to bed. While there may be four of them constantly talking over each other, all it takes is a word from eldest brother David, 37, to get everyone back in line.

He's been their surrogate dad for long enough that these 'kids' – Reine, 29, Anthony, 28, and Asa, 26 – still listen.

"We get along so well," explains David.
"We've worked together before, all three of
us boys in the kitchen, and we understand
the order in which we work. Anthony can be
mucking around and Asa can be a little bit
temperamental, but when push comes to shove
and I say, 'Guys we need to get this done' then
they'll knuckle down and get it done."

But it's baby bro Asa who will command the troops in the kitchen. "David has a lot more experience, but I've done more with food," he explains.

Adds David: "Asa's food is where I want to take it. I've always been in more of management positions in kitchens whereas Asa has been more involved with the food and is up with the trends. He's more creative than I am and more artistic."

And pumping out the volume is Anthony, who has a history as a head chef in mining towns where he has regularly served up buffet breakfasts for 1,000 people and managed weekly food budgets of \$200,000.

They believe their experience budgeting within a kitchen will give them an edge.

"It's paramount; you will not have a functioning kitchen that does not work within a budget," says David.

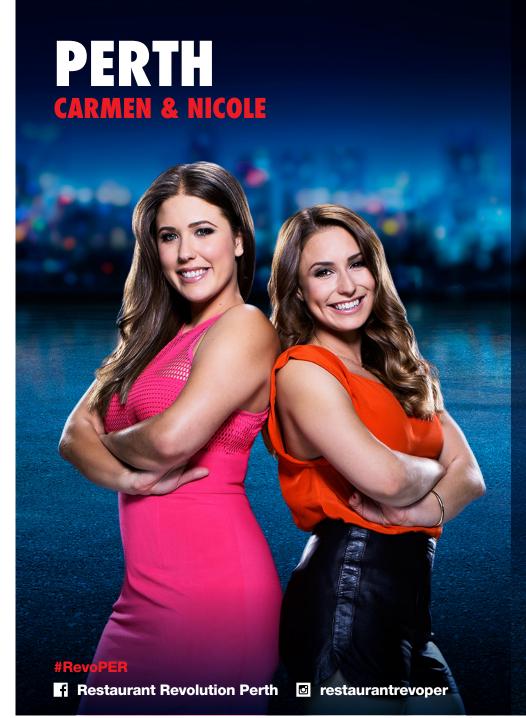
For their restaurant they hope to recreate the last family house they all lived in together - a homely place where everyone will feel comfortable.

Reine explains: "We moved around a lot when we were younger. We never lived in the one place for very long. So we want to base it on our home at 28 Street back in the Riverland because that's where we last grew up together."

What will definitely shine in their restaurant is the food. Growing up in a multi-cultural house, the Asian, Italian and Indian heritages they were exposed to are showcased in their cooking. But they've settled on Modern Australian for 28 Street.

"Even if we don't pick the right décor, at least when it comes to running the actual restaurant we're going to smash it and that's what counts," says Asa.

"It's a restaurant for food and customer service and hospitality and that's where we're going to shine. Even if we don't look like we know it, we'll fake it till we make it."



New to hospitality, West Australian siblings Carmen and Nicole know they have a lot to learn about running a restaurant.

"I don't need to be a chef," says younger sister Carmen, 25. "That's not what the show is about. You really want to be a jack of all trades. And what we don't know we'll learn and what we can't learn we'll hire someone to do."

Originally from Geraldton on WA's Mid West coast, these sisters now call Perth home.

Nicole, a marine scientist, and Carmen, head of marketing for a technical company, both love the opportunities the city presents – including the dazzling array of new and trendy restaurants always opening – but secretly love a trip home to visit their parents.

"We might look like girly girls, but our personalities are definitely not. We're almost tomboys at heart," says Nicole, 28, who loves nothing more than going fishing with her dad.

Back in Perth though, the girls love to try the latest offerings in the ever expanding food scene. "We're excited to hopefully bring to Perth something it doesn't already have," says Nicole.

Drawing inspiration from their Spanish grandmother's home cooking, the girls are keen to meld their rich heritage with modern styling.

"We don't want it to be overtly Spanish," says Carmen, who studied interior design. "We want it to be a really inviting place that

you'd take your friends and share some tapas and wine and stay a while rather than just going to eat and leaving."

Despite having no experience in the industry, the girls believe they've eaten at enough restaurants to know what people want.

"We started with the Spanish thing because it's our heritage and then we began to draw upon how important family is to us and my ties to the seafood industry," explains Nicole. "It's going to be a mix of things that we've eaten and absolutely loved and recipes that are inspired by our grandmother."

But just don't ask who will be in charge. Admitting they both have hot tempers, it appears bossy younger sister Carmen may have the last word.

"Carmen definitely likes to take control of situations," says Nicole. Carmen adds: "I'm a real planner. I need to know what's going on and need to be in control of a situation."

With experience leading teams and managing budgets, Carmen is sure they can handle whatever comes their way.

"We're not under any false pretenses about it being easy," she admits. "We work hard anyway; we both have demanding jobs and I feel like I'm used to being pushed. But at least with the restaurant we get to exercise a bit of creativity which is not something I get a great chance to do at the moment."



HOST - JOCK ZONFRILLO

Jock Zonfrillo knows exactly what the Restaurant Revolution teams are about to go through – in fact, he did it just two years ago when he opened his first solo ventures in Adelaide.

Now Orana and Street-ADL are firing and he knows all those hours agonising over the menu, décor, location and staff were worth the sleepless nights. Whether the same fairytale ending happens for the five teams about to open their own restaurants, he's not so sure.

"The mental pressure of not only making all the key decisions, everything from the colour of the room right through to how many staff to hire, is tough enough but then they are going to have to get into the business side of it, because this is real," says Jock, 38.

have to balance the books and to top it all off they're on TV, so there's a huge amount of pressure. They will be stressed: there will be tears. laughter and joy. **Emotions** will surface that you

"They are going to

don't even know you have, that only happen at that level of exhaustion and pressure."

A chef for 23 years, Jock has worked with some of the world's top chefs since starting his apprenticeship at age 15. From there, this half-Scottish, half-Italian who grew up in Glasgow, travelled to London and found himself working for one of the most respected chefs in the world, Marco Pierre White.

"I was working for Marco in London and sleeping in the changing rooms because I couldn't afford anywhere to live. I got caught one night by the sommelier. He told Marco and I thought I was going to get sacked for sure, but instead Marco helped me out and got me somewhere to stay. The bond you create with people in this industry is like family."

At the age of 19, he travelled to Australia for a year and worked at Sydney's acclaimed Restaurant Forty One. His heart took him back to the UK and back to working for Marco among others, before he finally migrated to Australia in January 2000. However, around that time his frustration to try and find a culinary connection with Australia, a country he had fallen in love with, resulted in a sideways career move.

"I got really disillusioned with food because I couldn't connect to the country. For me, at that time, there was no sense of Australian cuisine. I mean there were incredible restaurants of course, but none of them really gave me the sense of Australia I was looking for. I was searching for the native and indigenous flavours of this incredible land that was my new home. So I opened a business doing kitchen renovations and refurbishments and importing," he explains.

That business flourished and eventually he sold it when his passion for cooking was reignited after moving to Adelaide in 2008. His dream restaurant, Orana, is now his pride and joy and celebrates Australian cuisine and indigenous ingredients. The more informal, Street-ADL, is a bar and restaurant where guests share street food inspired by Jock's travels.

Jock believes the teams with strong emotional connections to their project, especially the chefs, will be the ones hardest hit by criticism of their restaurants, no matter how constructive.

"As a chef you become emotionally entrenched in an idea and that's a great thing but it's very hard to get out of that mindset at times and this can become a disadvantage. Whereas if you're a business owner and you hire a chef you're able to see what's working and what's not and if it's not working you change it. They have to understand to take a step back from that emotional connection even for a second so they can look at the business objectively. This is going to be quite a journey."

Jock lives in the Adelaide Hills surrounded by ingredients he uses in his cooking. He dives for scallops off Kangaroo Island and travels to different Aboriginal communities throughout Australia, continuing his ongoing research and learning of native Australian culture for the Orana Foundation.





EXPERT - NEIL PERRY

Multi-award winning chef and Company Director of the Rockpool Group

at

Neil Perry is one of Australia's leading and most influential chefs. His famed Rockpool Group, which employs 700 people across the country, is Australia's most awarded restaurant group with 15 Good Food Guide Chef Hats.

Perry will impart his 40 years of industry experience on the Restaurant Revolution teams. "My advice comes from a broad range of experiences – from the kitchen to front of house and everything in between. Just like restaurants aren't only about food, my experience covers the entire restaurant experience." he says.

Perry hopes to mentor the teams on many levels. "I believe in supporting, nurturing and trying to help people grow.

My job is to build their

confidence, steer them away from disaster and most importantly, be the mentor they need."

In addition to his Rockpool Group, Perry also heads a team of consultants to Qantas, developing quarterly menus for International First and Business travellers.

Perry is the author of eight cookbooks, with another one on the way later this year. He has a weekly food column in Fairfax's Good Weekend magazine and contributes a monthly food column to Qantas' inflight magazine and Fairfax's Good Food liftout. He has previously appeared on Channel Seven's Iron Chef and has filmed shows for Foxtel including Food Source, Rockpool Sessions and Fresh and Fast.

Perry's career in hospitality began at Sails Restaurant in Sydney. He then became head chef at Barrenjoey Restaurant, Palm Beach and was also given creative control over Perry's in Paddington.

Perry's father instilled a love of cooking, fishing and exotic flavours in him but it wasn't until he had his first job in a restaurant that he realised he wanted to be a chef.

"I was 18, worked front of house in a restaurant to save money and fell in love on

the first day. That was 1975. Later I realised that my father was training me to be a chef from the day I could walk - he just didn't know it."

In 1986, Perry opened the Blue Water Grill at Bondi Beach and took the site from a 20-year failure to an overnight success. He then opened the highly successful Rockpool in 1989 with his business partner Trish Richards, which has just celebrated its 26th birthday.

Since then, Rockpool has gone on to win Gourmet Traveller's Restaurant of the Year and has been in the Top 50 Restaurants in the World list seven times.

Through Perry's involvement in the Starlight Children's Foundation and various other charities, he was appointed a Member of the Order of Australia (AM) in 2013 for significant service to the community as a benefactor of and a fundraiser for charities, and as a chef and restaurateur.

Perry lives in Sydney with his wife Samantha and has three daughters – Josephine, 21, herself a budding restaurateur, Macy, 11 and Indy, nine. He loves to wine and dine, even on his days off, and hitting the ski slopes during the winter months.



EXPERT - JESS HO

Brand and social media strategist

Jess Ho is a restaurant branding and social media specialist living in Melbourne.

Born in Australia, to parents from Hong Kong, Jess is best known for being the former Brand Manager and Social Media Manager for trendy Melbourne restaurant Chin Chin. She also wrote a popular blog called That Jess Ho and studied creative writing at Melbourne University.

She has her certificates in Front of House and Back of House and while studying she worked in the prestigious dining room at the Hotel Lincoln.

"I've always been in hospitality no matter what I was working in or studying, so it is pretty much something I'm addicted to. It's hard and satisfying," she enthuses.

Having worked in several restaurants and studied hospitality,

Jess will be using this experience to advise teams on running a good restaurant.

"I've been working in hospitality since I could work, and I've been in the kitchen, on the floor and a reviewer. I am also currently opening my own wine bar," she says. "I've been in all parts of the business and can see when something isn't going right from the very beginning."

Jess is often called to consult on social medial strategy for bar and restaurant openings and believes she can advise teams on the best way to sell themselves to the public as well as the most efficient ways to make things operate.

She says she will be blunt and truthful in her critiquing, but also constructive. "It doesn't matter if they react negatively, it is whether they take the advice."

Jess built a reputation for her social media skills and while working in food and wine PR, she was approached by Chin Chin owner Chris Lucas to help create a social media buzz for the launch. Jess then spent the next six months on the door and running their social media. She was also part of the team behind the Chin Chin cookbook. Jess also opened Baby Café and Go Go Bar under the same role.

She left Chin Chin to work on running wine events across the country and then became the Bar Editor for Time Out Melbourne.

Jess is opening her own wine bar called Smalls in South Melbourne. "I've always worked in hospitality and have moved up to the point where I am about to be an owner-operator," she says.

EXPERT - EREZ GORDON

Restaurant owner, consultant and front of house specialist



experience. I can help to streamline systems, to prioritise activity and to identify where their service strengths and weaknesses lie."

Erez, who has trained hundreds in the industry, says teams need more than an awesome idea and great food to create a sustainable venue. And he won't be shy to share his opinions when he visits.

"I am simply honest. There is no time for beating around the bush. When something needs changing, it needs changing vesterday so honest feedback is critical. I am patient and clear, the first couple of times. If something still doesn't change I will let my frustration show to help communicate the urgency of the matter," he says.

Erez, who co-owns Sydney restaurant Bishop Sessa and took over Melbourne's The Dogs Bar this year, says a career in hospitality chose him.

"I can't remember deciding that this was going to be my career. I've always done it. It's always felt right. The dining room has always been my home," he says.

Erez took an unlikely path into hospitality. Starting out at a rough pub making its way to gentrification, Erez was the security guard who explained to the regulars that their old pub had changed. He did too - from the door to behind the bar.

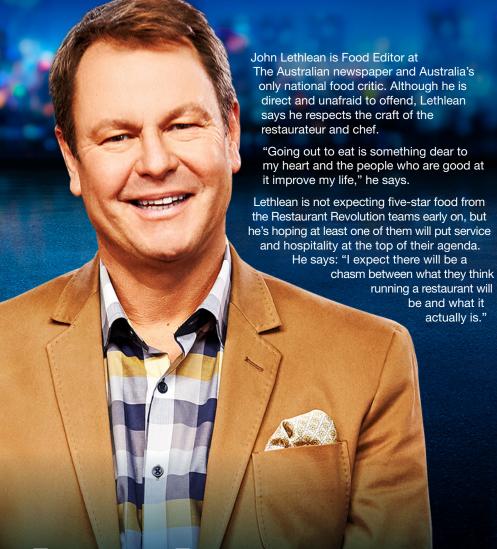
It was a niche that suited him well and when he travelled to London, he ended up behind an entirely different kind of bar consoling celebrities moved on from their tables at the famous Mezzo, a restaurant so busy that no matter who you were, there were two sittings for each table.

Returning home, Erez put his resume under two doors, and eventually became the maître d' of Melbourne's Jacques Reymond Restaurant and then general manager of The Botanical. After many years as a restaurant consultant, Erez and his family moved to Sydney four years ago.

He spends his spare time with his two daughters, April, five, and Astrid, four.

EXPERT - JOHN LETHLEAN

Restaurant Critic and Food Editor at The Australian newspaper



Lethlean will be looking for good ideas, hospitality and great produce. He firmly believes the key to a great restaurant is great staff and the most common mistake restaurateurs make when opening a new restaurant is believing their own bull. "Humility and hospitality should go hand in hand."

Quick to point out that he is not part of the restaurant industry, Lethlean says teams should heed his advice "because I'm a customer – and I have eaten in more restaurants than them. I have seen excellence, I have seen shite, and I know the difference."

Lethlean started his career in journalism as a cadet for The Age in Melbourne during the late 1970s. After several years travelling abroad, he went on to work in many different areas of the media including radio and magazines. He has also worked in the food industry being partner in an artisan food production business and the owner of a café and catering business.

Lethlean fell into the field of food journalism in his 30s, when he was given the opportunity

to write for Eric Beecher's Text Media Group, and was subsequently hired for The Age's Epicure section. "It seemed to come easily to me and I got a great response," he says of his start to food writing.

Since then his journalism career has focused solely on food. He worked for The Age for 11 years, editing Epicure and The Age Good Food Guide, and was also the Melbourne Editor for Australian Gourmet Traveller.

Since 2009, he has held the position of Food Editor for The Australian where he not only reviews restaurants nationally but also writes about everything and anything to do with food. Among his career highlights he counts being the winner of "Best Restaurant Critic" at the World Food Media Awards in 2005 and his controversial reviews of Grossi Florentino (The Australian), Buon Ricordo (The Australian) and The Lobster Cave (The Age).

Melbourne born and bred, Lethlean lives in the Daylesford area with his wife Kate, although he spends extensive time travelling around the country to do reviews.

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