

MEDIA RELEASE



A FOOD LOVERS FIRST AT THE PINES ELANORA

A Gold Coast shopping centre that is turning the traditional food court model on its head is welcoming one of the pioneers of quality, affordable Asian cuisine to its newly expanded complex.

FantAsia will open its tenth Queensland outlet with a new concept store at The Pines Elanora, offering the price and convenience of takeaway food with the quality and service of a premium Asian restaurant.

FantAsia founder Judy Wong says she decided to develop her new restaurant style store, which will seat up to 80 diners, following persistent requests from customers to have an option to eat-in.

“Unlike most Asian takeaways we minimise the amount of processed ingredients we use,” said Judy Wong.

“The vast majority of our ingredients are fre.sh, including our herbs and spices.

“So the quality is far superior to most other outlets. It was a natural thing for us to say, hang on, why don’t we continue on the same path with our service and provide the opportunity for customers to dine in and enjoy restaurant style service,” she said.

The arrival of FantAsia at The Pines Elanora further bolsters the centre’s reputation as a local food hub that has never embraced the conventional food court model, instead preferring quality and range.

“Offering a dispersed food layout throughout the centre has worked for us. The outlets we welcome are attractive to customers as individual offers,” explains Centre Manager Hilary Jacobs.

“We’ve attracted some unique and diverse food businesses that independently appeal to their own customer following. For example, we have ‘Taboon’ who are a Middle Eastern style cafe with a menu of cuisine that draws its influence from Marrakesh to Istanbul, Cairo to Beirut with a big stop in Tel Aviv,” Hilary said.

Whilst statewide results show Queensland’s food catering sales are contracting, The Pines Elanora recorded a lift in its market share growing by 5% over the 12 months to March 2016*.

“And with the arrival of FantAsia, this continues our strategy to be a shopping destination with an authentic, diverse food offering that keeps us ahead of the pack,” Hilary Jacobs said.

“Our unique positioning in the market is reflected in our food catering sales numbers, which show we’ve hit a sweet spot with customers who are looking for more than your traditional shopping centre fare,” she said.

FantAsia’s menu has been developed by Judy Wong’s husband, John, whose chef experience spans over 40 years and covers cuisine from countries all over Asia. Their signature dish ‘Slow-Cooked Tokyo Beef’ is proving so popular it’s estimated each week more than a tonne is served to eager diners.

“My favourite saying is we pride ourselves on providing quality products with friendly service and value for money. Give these to the customer and the rest will fall into place,” said Judy.

“Customers are becoming far more interested in eating fresh food and more educated about what ingredients go into making their food. We’ve had great success capturing that market with our offering,” she said.

** The Pines Elanora recorded 5% growth in food catering sales year-on-year as at March 2016, compared to negative 1.6% growth recorded for Queensland food catering sales within the same period.*