

FOR PETER ROWLAND CATERING IT'S EASY BEING GREEN

For over 40 years, Peter Rowland Catering has taken the catering concept from providing good food into creating a dynamic experience for every client. Our business is now synonymous with Australia's best corporate, major events and private occasions.

As a market leader in the food and beverage industry, we have identified the need to diversify our offering and become sustainable and environmentally aware in all of our business practices.

The team at Peter Rowland Catering works hard to establish relationships with local Victorian suppliers. "We ensure our customers experience the finest seasonal local produce wherever possible across our entire menu portfolio" explains Neil Rocke, executive head chef of Peter Rowland Catering.

We regularly seek suppliers who are able to prove that their farming and harvesting processes are sustainable in the long term and can exhibit a minimal impact on the environment.

The kitchens at Peter Rowland Catering produce our famous Rowland chicken sandwiches from free-range chicken, and we use local supplier Green Eggs to supply all of our eggs organic and free-range.

Our sales executives can assist clients in tailoring a Sustainable, Organic, Local, and Ethical (SOLE) menu to fulfil individual needs. We also have an extensive list of delicious vegetarian dishes and gluten-free options.

In our 2008 Spring/Summer menus, we are proud to include a sumptuous Yarra Valley tasting plate and a total organic crumble with seasonal fruits and berries with whipped cream and warm custard.

Our 2008/2009 beverage list is also 'going green' with the inclusion of a Allira wines, a market leader in the production of sustainable wine. In addition we are including Cascade Green; the 100% carbon offset preservative-free beer.

Peter Rowland Catering has also identified the impact recycling and food wastage has on the environment, and currently reducing our impact in as many ways as possible.

In a recent independent audit by Melbourne Convention and Visitors Bureau, Peter Rowland Catering was the only caterer featured in Melbourne's 'Green Credentials, ' – a report identifying the green initiatives undertaken by various Melbourne government bodies and suppliers to the business event industry.

Two of our exclusive venues, Melbourne Museum and NGV International we are introducing Food Organics Recycling through KS Environmental, a metropolitan waste management company.

As a result, we recycle all fruit, vegetable, flowers and plate scrapings rather than it going to land fill. This significantly reduces greenhouse gas emissions and the material is re-processed locally into high grade compost for the Royal Botanic Gardens.

When you consider a venue for your next event, experience the vibrancy and culture of some of Victoria's most iconic venues with Peter Rowland Catering.

Choose from one of our 9 exclusive venues from the elegant Spray Farm on the Bellarine Peninsula to the highly anticipated Southern Star Observation Wheel in Waterfront City, or at a location of your choice.

Wherever you decide, our food and sense of occasion will combine with spectacular success.

For further information please contact:

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