



FARMS OF
NEW ZEALAND

Media statement – for immediate release

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Frankie Goes to Wellywood – and Deer Milk stars in the show

Deer Milk was up in lights last night at the first of three special evenings that chef Frank Camorra from Melbourne restaurant MoVida is presenting in conjunction with Wellington restaurant Logan Brown and Visa Wellington on a Plate.

In his first trip to the capital, Camorra's menu features the ingredient that is lighting up fine dining in New Zealand.

"I am really excited to be working with Frank on his Wellington debut, and Logan Brown are pleased to be able to feature deer milk as part of the menu," says Shaun Clouston, Head Chef at Logan Brown.

The sold out events offers a multi-course menu featuring MoVida's take on Spanish flavours with a modern twist, alongside Spanish-inspired dishes with a Kiwi twist from the Logan Brown kitchen.

Deer milk makes its debut in a Crème Caramel, Cardamom & Burnt Seville Orange Helado.

"This is a fabulous Spanish flan dessert, inspired by Frank's Spanish heritage, and is the first time deer milk has featured on the Logan Brown menu. It is not often you get to work with a truly new ingredient and I think our lucky diners will be pleased with what Frank does with the deer milk," says Clouston.

Pāmu's ground-breaking deer milk product was recently recognised at the 50th Fieldays, winning the Innovation Grassroots awards.

At a chefs tasting of deer milk in Auckland recently Executive Chef Geoff Scott says there was a real excitement among the chef community when top chefs tasted deer milk for the first time.

"It is rare for chefs to work with a completely new product, which has never been used before. For most of us tasting Pāmu deer milk, a world first, was an opportunity we don't often get in our careers."

Scott says the sensation that Pāmu deer milk creates on the palette is what makes it so special.

"It is like drinking extra silky cream and that was the general reaction among the chefs when we tasted it at the recent Auckland chef event".

Deer Milk is being launched into the Australian market in September.



Photo: Crème Caramel, Cardamom & Burnt Seville Orange Helado – featuring Pāmu’s deer milk.

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Editor’s Note:

Pāmu is the brand name for Landcorp, a Stated Owned Enterprise, and one of New Zealand’s most innovative farmers and food businesses. It is also the name given to the quality products created by the company.

Pāmu is the Māori word ‘to farm’ and reflects the deep connection New Zealanders have with the land, born from respect, and a genuine desire to protect and enhance the environments in which the company works. It’s a proud provenance that stands behind every product bearing the Pāmu name.