



THE STAR
GOLD COAST

Media Release

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THE STAR GOLD COAST PLACES THE FINISHING TOUCHES ON ITS LATEST FOOD AND BEVERAGE EXPERIENCES

The Star Gold Coast will further boost its expanding food and beverage offering by opening another two venues before the end of the year. The promise of delivering premium products as part of the ongoing transformation of the iconic property will continue via the unveiling of the sophisticated Cherry bar and new dining venue, Food Quarter.

Cherry will welcome its first customers this weekend when it opens to the public on Saturday November 25. Operating seven days a week, from 5pm until late, Cherry will offer a sumptuous setting, expert mixologists and designer drinks.

A signature seasonal cocktail menu crafted by The Star's highly-talented team of mixologists will include all the classics such as the Cosmopolitan, Espresso Martini and Caipirinha, as well as fresh new flavour combinations and infused spirits such as lemongrass and ginger gin.

The sleek-looking bar will be joined by The Star's ninth venue, Food Quarter, in late December. Food Quarter will serve as a more casual dining space for guests.

Having already launched a number highly successful venues as part of the landmark redevelopment, The Star Entertainment Group Managing Director Queensland Geoff Hogg said the new food and beverage experiences further illustrated The Star's significant investment in the region ahead of the Gold Coast 2018 Commonwealth Games.

"We are experiencing the most monumental transformation our property has seen and during this process we remain focused on creating unforgettable experiences for our guests both locally and internationally," Mr Hogg said.

"While newly-transformed Cherry will reflect the atmosphere and energy of its central location, cafeteria-style eatery Food Quarter will focus on fresh, fast and efficient service when it opens later this year. Both are vital in assisting us to meet growing demand and are sure to be popular over the busy Christmas period."

The epitome of sophistication and luxe, cocktail bar Cherry adopts similar branding and design cues as its sister venue at The Star Sydney, forming part of the property's alignment to The Star brand.

Residing in the area formerly occupied by J bar, Cherry's fusion of velvets, lush fabrics and gold tones will create a lavish space for guests in the heart of the action.

Oozing opulence with its bespoke design, fine detailing, extravagant feature lighting and 22-metre bar for prompt service, Cherry provides a high-end experience yet cheeky persona and premium product offering.



Four intimate VIP booths, each encased by exquisitely detailed gold screens, form the hero of the venue and cater to special occasions or key celebratory moments such as birthdays, reunions or a luxury weekend away with friends. Cherry will also play home to a seasonal DJ series during peak periods.

Next door, Food Quarter's fresh coastal palette and new open plan design will create a bright and refreshing space. Elegant white quartz stone and bespoke textures have been incorporated to elevate the look and feel of the venue, while an open plan kitchen and extensive menu will enhance the overall guest experience.

Both venues have been designed in partnership with multi-award winning Queensland architectural firm Brand & Slater who undertook the refurbishment of The Star's Atrium Bar in late 2016, and will carry out the revitalisation of the property's highly anticipated Sports Bar ahead of the Commonwealth Games.

Mr Hogg said he was confident the new venues would complement the property's existing offering and further strengthen The Star's reputation as one of the region's ultimate dining and entertainment destinations.

"By April 2018, in addition to the already completed refurbishment of our 596 existing hotel rooms and the unveiling of nine food and beverage experiences, guests will also be able to stay and experience the centrepiece of our transformation – our new luxury suite hotel," he said.

"Our enviable location here on the Gold Coast means we're unique in what we can offer, and we've put significant investment into creating a destination the City can truly be proud of."

Cherry and Food Quarter form part of the refurbishment of The Star Gold Coast's existing facilities, which will see the existing building connect to meet the luxury suite hotel nearing completion at the front of the island.

Adding to the excitement of the current development is the planned addition of the first mixed use residential apartment and hotel tower on Broadbeach Island. Pending successful pre-sales of The Star Residences, the 53-storey tower could be the first of up to five within a future master plan for the property as part of a joint venture with renowned Hong Kong-based partners Chow Tai Fook and Far East Consortium.

Together, the refurbishments of the existing property, and the development of both the new suite hotel and the proposed hotel and residential tower would involve an investment of up to \$850 million.

For more information visit thestargoldcoast.com.au

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