



South Australian **Film Corporation**



Embargoed until March 30, 2016 at 7.30pm

CHEF EXCHANGE TO SERVE UP SOUTH AUSTRALIA TO MILLIONS IN CHINA

Chef Exchange, a unique television series showcasing the best of South Australian food and the regions, is set to reach a potential audience of up to 90 million when it airs on China's Shandong-based Qingdao TV (QTV) from early April.

The four-part series, with an option of four further episodes, is expected to have significant spin-off benefits for South Australia's food and tourism sectors, while strengthening the State's highly valued ties with the Shandong region.

A rare Australian-Chinese co-production, Chef Exchange is a culinary adventure featuring renowned Adelaide chef Jock Zonfrillo and Shandong chef Qu Jianmin.

The series of 30 minute episodes follows the two high-profile chefs as they explore each other's food, culture and customs and take the viewer on a journey from producer to plate.

Chef Exchange was filmed on location across South Australia including the Barossa Valley, Port Lincoln and throughout the City of Adelaide and Qingdao, Shandong Province in China. Showcasing South Australia's pristine regions will help put the State's tourism destinations on the map in Shandong.

South Australian Film Corporation Chief Executive Annabelle Sheehan said the series will serve up the best of South Australia to millions of Chinese viewers in the Shandong region.

"Chef Exchange is a production with benefits for South Australia across multiple industries including primary production, tourism, trade, arts and the local screen industry.

"The South Australian Film Corporation is pleased to have worked with Qingdao TV executives in early stage discussions and to have been able to support this innovative Australia-China co-production."

"We also value the backing of the SA Tourism and other partners of the project."

Chef Exchange was produced by South Australian production company 57 Films, with up to 15 local crew employed to work on the project along with the support of a local crew in Shandong.

South Australian primary producers featured in the series include Boston Bay Wines, Ferguson Australia Lobster, Hutton Vale Farm and Seppeltsfield Winery.

Arts Minister Jack Snelling said the production celebrates and strengthens the valuable 30-year sister city relationship between Adelaide and Qingdao, which also benefits South Australia and the wider Shandong region.

"Bringing together two great chefs from each capital city, in a Chinese-Australian co-production, is an exciting example of the strong economic and collaborative opportunities which have developed between us.

“The dedicated airtime Chef Exchange devotes to telling South Australia’s stories to millions in Shandong is of immeasurable value and achieves a level of credible exposure for SA produce and regions which could not be duplicated through, for example an advertising campaign.”

Chef Exchange will air on Qingdao TV from early April and discussions are also underway with local broadcasters to secure a South Australian screening for the series.

ISSUED BY HUGHES PUBLIC RELATIONS: Please contact Simon Hatcher on 08 8412 4100 or 0419 780 071

Synopsis

Chef Exchange explores what happens when two diverse cultures and languages combine through a shared passion seeking out and revealing the very best produce to create unique and amazing food. Witness real culinary adventure and the contrast between vast, pristine South Australia and her bustling, colourful sister state of Shandong, China. Punctuated by surprises and discoveries, this is exciting, immersive television documentary series that showcases SA finest to an enormous Chinese audience base.

Featured chefs

Jock Zonfrillo

SA based Jock Zonfrillo opened a restaurant in a small boutique hotel on the spectacular Cornish coast, his last position in the UK before moving onto Australia. Sydney is where Jock initially made his mark on the Australian Restaurant scene, as the Head Chef of Restaurant 41 in 2000. The move to Adelaide saw Jock working as the Head Chef at Penfolds Magill Estate. Most recently he opened Street-ADL and Restaurant Orana, as well as hosting Channel 7’s 2015 food series, Restaurant Revolution. He has hosted his own Discovery Channel TV show called Nomad Chef - a show celebrating the world’s native cuisines and saving a treasure trove of gastronomic knowledge.

Qu Jianmin

Thirty-nine year old Qu Jianmin is Head Chef of the large China Community Hotel in Qingdao, and manages one of the largest local hotel kitchens. He is a very traditional man who grew up in a small village in northern Shandong and developed a love of food from an early age, spending time with his grandmother who loved to cook.

Qu caught the attention of the QTV producers who recommended him for the series as he’s well-known in Qingdao and also runs some unique programs in the hotel for young hearing impaired workers. He prepares the traditional regional food distinct of Qingdao but also enjoys experimenting with more modern Chinese cooking.

Qu was incredibly excited to visit South Australia and work with Jock to see first-hand the quality of local produce. He was particularly interested in exploring the regions where it’s grown and developed a great friendship with Jock through their mutual appreciation of food and culture.