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STOCKLAND LAUNCHES THE 'A TO Z OF MMMM' WITH CELEBRITY CHEF MIGUEL MAESTRE

Stockland is set to inspire Australians to cook, learn and engage with food and food culture, today launching the 'A to Z of Mmmm'. Australians will have a chance to be entertained through an ever-evolving collection of online recipes, articles, and videos as well as events and promotions across Stockland's 41 shopping centres.

Celebrity TV chef and cookbook author, Miguel Maestre, has joined as a Stockland ambassador and the face of the A to Z of Mmmm, to provide exclusive recipes over the course of the year taking inspiration from the alphabet – from eggs to Easter, fish to family feast. Kicking off the campaign today at Stockland Wetherill Park, Miguel launched his first recipe inspired by Australia Day but with a multicultural twist – Barbeque lamb koftas with beetroot pita and chargrilled kale.

Miguel Maestre said: "I'm very excited to be working with Stockland to launch the 'A to Z of Mmmm'. Australia is such a fantastic country for food, with a vibrant mix of cultures, great availability of fresh ingredients and just so much passion to try something new. I hope to inspire Aussies to expand their food horizons this year and add a little more 'mmm' to their weekly meals - whether it's a new ingredient they have never tried before, visiting a new local restaurant, or cooking up a storm at home using one of my A to Z of Mmmm recipes."

The A to Z of Mmmm will also see The Living Room host Miguel Maestre visit a number of Stockland shopping centres across the country over the course of the year, with his first stop at Stockland Merrylands on 4 March. Miguel will also launch a web content series, going behind the scenes to meet local food retailers in Stockland shopping centres to discover their food secrets. The first episode will go live online on Monday 1st February at www.stockland.com.au/food

Ben Allen, General Manager Marketing at Stockland, said: "Stockland shopping centres are the heart of their local communities, connecting customers to an abundance of food. We now want to connect the community to an abundance of food ideas, food traditions and food experiences from Jamie's Ministry of Food classes to new exciting restaurants and dining experiences, and the much loved local fruit and veg shop."

"We're seeing a shift in the way people interact with food in a retail environment. Australians are visiting shopping centres as a place to meet with friends for a coffee, a destination for a family Friday night dinner or to visit multiple fresh food

retailers for their weekly shop and engaging with local provedores from delicatessens to spice shops.”

At Stockland, we want to make our customers’ shopping and dining experience as enjoyable, easy and fun as possible and look forward to inspiring people around the country with this new campaign.”

Miguel’s A to Z of Mmmm recipes, articles and videos can be found online at **www.stockland.com.au/food** from Monday 1st February. **#AtoZofMmmm**

ENDS