



The Fat Duck group becomes stakeholder in MCA

Heston Blumenthal and his team of world-class chefs are to become key advocates and collaborate on product development

20 May 2019

Murray Cod Australia (MCA) is delighted to announce the appointment of Michelin starred, **Heston Blumenthal and The Fat Duck group**, as the business's **key advocate** in a five-year agreement. The high profile signing represents a significant milestone for the luxury food producer.

Considered one of the world's greatest chefs, Blumenthal, OBE, is the Chef Patron of several acclaimed restaurants in Great Britain, including one Michelin star **The Hind's Head**, two Michelin star **Dinner by Heston Blumenthal** in Knightsbridge London and three star **The Fat Duck**, which earned its first Michelin star in 1999 and The World's Best Restaurant title in 2005, along with **Dinner by Heston Melbourne**, located at Southbank, which currently hold two hats in the Australian Good Food Guide.

Along with his team in the UK and Australia, Heston will be a powerful advocate of **Aquna Sustainable Murray Cod**. He will also look to showcase the sustainable, pond-grown fish including through the group's social media networks, and where appropriate, at events and in their restaurants. He will also provide assistance and advice with menu and product development.

The Company notes that, while the key advocate agreement itself is not considered to be material and that certain agreement terms are commercial in confidence, MCA is pleased to announce that a company associated with Mr Blumenthal will become a shareholder in MCA [through the issue of 1,500,000 fully paid ordinary shares pursuant to the agreement. This issue of shares will be made in the coming days under the Company's existing placement capacity].



Murray Cod Australia Ltd

ASX:MCA

Ross Anderson, MCA chairman said:

“Heston Blumenthal is an outstanding person and a world leader in his field. We are confident the involvement of his group as a stakeholder in MCA will further accelerate our progress in securing Aquna’s position as a **global luxury food brand**. Heston’s imaginative and inventive ideas will extend to menu and product development and will mesh perfectly with the innovative ethos of the team at MCA,” Mr Anderson said.

Heston Blumenthal, MCA’s new brand ambassador said:

“We are delighted to be working with MCA. The innovative way they have created a luxury fish product by combining natural processes evolved over millions of years with cutting edge technology aligns with the way I approach food and cooking, resulting in fantastic quality.”

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For more information contact:

Ross Anderson Chairman
+61 269 625 470

Media enquiries contact:

Lynsey Reilly
+61 421 312 370
