

## PRESS RELEASE

### **12 HOURS, 210 DISHES: THE WORLD'S BIGGEST DEGUSTATION IS SERVED IN SYDNEY**

*Weight Watchers orchestrated the degustation to unveil their simple and effective weight loss option*

**WEDNESDAY 7 JUNE, 2017, 07:00 AEST:** The World's Biggest Degustation was served in Sydney yesterday, with 120 guests enjoying 210 dishes across 12 hours.

Located within the iconic backdrop of the Royal Botanic Gardens, the 210 dishes spanned five sittings from 8am to 8pm, served across breakfast, morning tea, lunch, afternoon tea, and dinner, totalling the world's largest single degustation.

It was revealed during the degustation that Weight Watchers orchestrated the event to showcase the No Count option - their best kept secret for those wanting a simple way to successfully lose weight without having to count points. The No Count option has helped thousands of Australians lose weight, improve their health and live the best versions of their lives.

Developed by nutrition experts at Weight Watchers and Botanic Gardens Restaurant Head Chef Matthew Fletcher, each ingredient on the degustation menu was carefully selected from a list of nutritious, satisfying and delicious foods included on the No Count foods list. The huge variety of ingredients including lean meats, seafood, low-fat dairy, whole grains, fruits and vegetables, ensured the degustation featured a variety of easy to recreate menu items such as Grilled Asparagus & Chive Omelette, to more exotic items such as Rosemary & Lemon Kangaroo Kebab.

Chef Matthew Fletcher thought he was in for a challenge when he was first asked to create The World's Biggest Degustation from a select list of healthy and nutritious foods, "210 courses from a select ingredient list, served to 120 people over 12 hours is no mean feat. But when Weight Watchers presented the No Count foods list, I was genuinely surprised by the variety. From abalone to asparagus, there are so many options to choose from, it gave me plenty of inspiration and license to create the 'World's Biggest' menu."

Director of Program and Content at Weight Watchers AUNZ and accredited dietitian Dr Michelle Celandar says, “There’s a common misperception that Weight Watchers is only about counting points. Because we know there isn’t a one size fits all when it comes to health, The No Count option is designed for anyone wanting to successfully lose weight and improve their health, without having to count everything that they eat or drink.”

“When I speak to our members, I hear first-hand how effective the No Count Option is in achieving weight loss success because it empowers them to live a healthy lifestyle in a simple way. Through this event, we really wanted to share with Australians that the possibilities are virtually limitless when creating delicious and nutritious dishes on No Count,” Dr Celandar continued.

“The No Count option encourages you to listen to your body, letting your hunger and fullness signals guide you to eat until you are satisfied. It’s all about eating delicious foods that are full of flavour, fuel your body and fill you up, which will teach you the right portions for your body.”

From 1 June – 19 June, new members joining Weight Watchers can try No Count for 30 days for \$30, via <https://www.weightwatchers.com/au/join/>

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## **Notes to Editors:**

### **About Matthew Fletcher**

Botanic Gardens Restaurant Head Chef, Matthew Fletcher, joined Botanic Gardens Restaurant in 2015, bringing with him more than 16 years' experience. Matthew's culinary journey started back in the United Kingdom in 2001 with an apprenticeship under mentor and Masterchef, Chris Coubrough. With a solid culinary foundation under his belt, Matthew worked his way through some of the top kitchens throughout England, including The Landmark London and InterContinental London. He headed south to Australia where he quickly secured a position as Head Chef at Bill Granger's newly opened restaurant, Bills Bondi. At Botanic Gardens Restaurant, Matthew brings his culinary talents and expertise to every meal. Lunch, dinner and event menus are all guided by seasonal produce, and ingredients are ethically and locally sourced – sometimes as locally as the gardens surrounding the restaurant.

### **About Weight Watchers International Inc**

Weight Watchers International, Inc. is one of the most recognised and trusted brand names among weight-conscious consumers. Weight Watchers provides commercial weight management services through a global network of Company-owned and franchise operations and offers innovative, digital weight management products through its websites, mobile sites and apps. These services and products are built on the Company's weight management program, which helps millions of people around the world lose weight through sensible and sustainable food plans, activity, behaviour modification and group support. Weight Watchers has an unparalleled network of service providers to assist members on their journey and also offers a wide range of products, publications and programs for those interested in weight loss and healthier living.