

## MEDIA RELEASE

29 November 2022

# HEIDE KITCHEN

HEIDE MUSEUM OF MODERN ART LAUNCHES NEW ELEVATED DINING DESTINATION

## HEIDE KITCHEN

TO BE OPERATED BY THE MULBERRY GROUP



**Melbourne, Australia: Heide Museum of Modern Art** today announced the launch of **Heide Kitchen**, a new dining destination operated by the award-winning Melbourne based hospitality group, **The Mulberry Group**. Opening to the public on **29 November 2022**, Heide Kitchen will feature a diverse and rotating menu of simple yet elevated breakfast and lunch plates, inspired by the seasonal produce of Heide's own kitchen garden.

Located opposite the main entrance to the museum, **Heide Kitchen** offers a spectacular new onsite dining experience for visitors, following a refurbishment of the previously named Heide Cafe. Guests will have the option of dining in at the restaurant, enjoying a takeaway coffee or sandwich from the coffee cart, or purchasing a picnic basket to enjoy in the expansive gardens and sculpture park. The diverse and rotating menu across breakfast and lunch will draw inspiration from the organically grown seasonal produce sourced from both Heide's own kitchen gardens and The Mulberry Group's **Common Ground Project** regenerative agriculture farm. Heide Kitchen's beverage menu will also highlight local producers, with a variety of coffee, alcoholic and non-alcoholic options. With their ongoing commitment to sustainable practices, The Mulberry Group has also partnered with **eWater Systems** to support a no toxic chemical environment at Heide Kitchen.

Heide Kitchen is an extension of The Mulberry Group's core mission to create authentic experiences that support our communities and have a positive environmental and social impact. The venue is the latest addition to the group's award-winning portfolio led by **Nathan Toleman**, which includes restaurants **Hazel**, **Dessous**, **La Cantina**, and **Liminal**. The group also owns and operates the coffee roastery **Square One Coffee** and the social enterprise **Common Ground Project**. A regenerative agriculture farm at Freshwater Creek, **Common Ground Project** partners with local community

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organisations in the Greater Geelong region to offer training, education and employment pathways for people facing disadvantage.

Heide Kitchen is the newest venue for the Group, and with a number of other venues on the horizon, newly appointed **CEO Leon Kennedy** (ex-General Manager at Proud Mary Coffee Roasters) and Nathan Toleman are excited about the future.

**Founder of The Mulberry Group Nathan Toleman said:** *"We are so excited to launch Heide Kitchen and be a part of this unique and much-loved cultural destination. With our signature focus on sustainability and local produce we feel Heide Kitchen will perfectly complement the museum experience, and as with all our venues, Heide Kitchen will donate 10% of profits to the Common Ground Project, in support of the farm and its programs."*

**Heide Museum of Modern Art Artistic Director Lesley Harding said:** *"Heide founders Sunday and John Reed were devoted gardeners who were committed to sustainability. They grew their own vegetables, herbs, fruits and nuts, eating seasonally and sharing the bounty from their kitchen gardens with the artists and friends who visited. We are delighted to welcome The Mulberry Group as our new partner to expand upon Heide's long-standing garden-to-table philosophy and bring our community together over delicious food."*

The Mulberry Group will also be operating the catering for events across the museum, including exclusive hires, weddings and group bookings.

*Ends*

**MEDIA CONTACT:** For further information or interview requests, please contact Isabel Wright, [isabel@articulatepr.com.au](mailto:isabel@articulatepr.com.au), 0400 359 485, or Claire Martin, [claire@articulatepr.com.au](mailto:claire@articulatepr.com.au), 0414 437 588

### HEIDE KITCHEN DETAILS

Opening Hours: Tuesday - Sunday, 8:30am - 4pm

Walk-ins as well as reservations accepted

Heide Museum of Modern Art, 7 Templestowe Road, Bulleen Victoria 3105

<https://www.heide.com.au/kitchen/>

<https://www.themulberrygroup.com.au/>

IMAGES AVAILABLE TO DOWNLOAD [HERE](#)

WATCH THE TRAILER [HERE](#)

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**IMAGE CAPTIONS (L to R):** Image courtesy of Heide Museum of Modern Art; Founder of The Mulberry Group Nathan Toleman, Heide Kitchen Chef Bob Piechniczek, Heide Kitchen Chef Jillian McInnes. Image Credit: Tom McAdam.

### **ABOUT THE MULBERRY GROUP**

Established 20 years ago, The Mulberry Group has founded some of Victoria's most memorable hospitality establishments. We create award winning, spectacular spaces that foster genuine connections with food, people and sustainability at the core of everything we do. Our mission is to create these spectacular and authentic experiences so that we can then support our community through positive social and environmental impact.

Founded in 2011, The Mulberry Group has operated nine standalone venues, including some of Melbourne's most iconic cafes (Higher Ground, Top Paddock and Kettle Black).

Today, Nathan Toleman leads the group and the portfolio includes not only cafes, but restaurants and bars, plus their own coffee roastery (Square One Coffee) and social enterprise, Common Ground Project. In the Melbourne CBD, Hazel, Dessous and Liminal are located on Melbourne's number-one eat street, Flinders Lane, while La Cantina is situated at the gateway to the Great Ocean Road.

Our social enterprise, Common Ground Project, is a regenerative agriculture farm at Freshwater Creek, which partners with local community organisations in the Greater Geelong region to offer training, education and employment pathways for people facing disadvantage in Geelong and surrounding regions, through food and farming. It's also one of the produce suppliers used by La Cantina (located on the same site), Hazel, Dessous and Liminal.

All venues within the Group support Common Ground Project by donating 10% of all proceeds to support the farm and its programs.

### **ABOUT HEIDE**

Set on sixteen acres of parkland with Birrarung/Yarra River frontage, Heide Museum of Modern Art, or Heide as it is affectionately known, is one of Australia's most important cultural institutions. Once a significant Wurundjeri gathering place, the property was later a dairy farm before becoming known as a hub for Australian modernist art and writing after it was purchased by art patrons John and Sunday Reed in 1934.

The Reeds opened their home to the most progressive artists of their era, including Sidney Nolan, Albert Tucker, Joy Hester, John Perceval, Charles Blackman and Danila Vassilieff. Nolan's famous Ned Kelly series (1946–47) was painted in the dining room of the Heide farmhouse.

Continuing this spirited legacy, today Heide works to inspire creative talent, collaborating with emerging and mid-career artists as well as celebrating those who have made major contributions to Australian and international art.