

NEIL PERRY'S HIGH STEAKS

4 x 30'



Neil Perry is THE Australian celebrity chef. He is the ebullient, pony-tailed butcher's son who defined the new Australian cuisine with dishes like his luscious stir-fried blue swimmer crab omelette. On a world scale however, he has yet to reach the heights of a Nobu or a Ducasse.

In this era of globalisation and branding, these chefs have business deals with mega-wealthy investors, allowing them to open premiere restaurant 'chains' around the world. This is the way to serious money and Perry too wants a piece of this action.

Perry seems to live a charmed life; he hob nobs with the rich and famous, lives in an expensive Sydney suburb and drives a BMW - but the house is rented and the car is leased... He's also lost millions in the past but this time feels that he has learnt from his past mistakes.

Now he is about to embark on a high stakes strategy which is bigger than anything he's ever done but necessary if he is to reach the zenith of chef stardom.

LIFESTYLE