



## MEDIA RELEASE

**YOU GOUDA BRIE KIDDING!**

### **CHEESE YOUR OWN ADVENTURE AT MERRYWELL BURGER BAR THIS NATIONAL CHEESEBURGER DAY**



*First 100 people through the doors on National Cheeseburger Day will enjoy a FREE Chooseburger – oozing with up to three of their favourite That's Amore Cheeses!*

**Wednesday 4 September 2019.** Burger aficionados and cheese lovers of Melbourne will rejoice this National Cheeseburger Day as Merrywell Burger Bar partners with renowned cheese makers, That's Amore Cheese, to create the *Chooseburger*.

From 12.00pm on National Cheeseburger Day, the first 100 people to Merrywell Burger Bar at Crown Melbourne will be able to build their very own Chooseburger for free.

Giving diners the chance to choose fromage fillings from That's Amore's range of award-winning cheeses, the personalised burger offering will be available for one day only on Wednesday 18 September to celebrate the humble cheeseburger – arguably one of the most iconic and popular hamburgers of all time.

Diners can double or even triple down on flavour, loading up their specially curated Chooseburger with up to three cheeses they are most fond of. Traditionalists can sink their teeth into melted Smoked Mozzarella, while those after a more unique flavour can select from Truffle Cheese, Lavato and Caciotta with Chilli.

"Melbourne's foodie scene and love for quirky culinary creations continues to thrive and we can't wait to see how Melbournians react to curating a Chooseburger with a selection of not so typical cheesy burger fillings", said Mark Holmes, Crown Melbourne's Executive General Manager – Food and Beverage.

"Partnering with Giorgio and his award-winning team at That's Amore Cheese to celebrate



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National Cheeseburger Day was an opportunity we couldn't resist," said Holmes.

Since migrating from Italy to Australia in 2004, Founder of That's Amore Cheese, Giorgio Linguanti, has quickly become a renowned cheesemaker. With a team of 100, and making more than 40 different types of cheese, That's Amore Cheese continues to excel in the Australian cheese market.

"Working with the team at Merrywell Burger Bar has given us the opportunity to get our cheesy creative juices flowing! We've absolutely loved experimenting with some of our favourite classics, as well as unconventional flavours, to create a unique offering for Melburnians," said Linguanti.

To choose the cheese of your dreams, get down to Merrywell Burger Bar from 12:00pm – 12:00am on Wednesday 18 September.

WHAT:	<p>National Cheeseburger Day –The Chooseburger</p> <p>Diners of Merrywell Burger Bar will choose from the below That's Amore Cheeses to create their very own Chooseburger:</p> <ul style="list-style-type: none"><li>• Caciotta with Chilli - fresh cow's milk cheese with semi soft texture, mild flavour and soft rind. In the chilli version the cheese is mixed with chilli flakes during the making process.</li><li>• Smoked Mozzarella - fresh, semi-soft cow milk cheese mozzarella.</li><li>• Truffle Cheese - semi matured cow milk cheese with Australian black winter truffle.</li><li>• Lavato - semisoft washed rind cheese (Taleggio style), matured 4-6 weeks. This cheese combines the beauty of a pale orange coat with a golden centre and a wonderful wild aroma.</li></ul> <p>Available for one day only</p>
WHEN:	Wednesday 18 September 12pm - late
PRICE:	Your very own Chooseburger is available to purchase for \$14.00 or complete with chips and a soft drink for \$16.00.
WHERE:	Merrywell Burger Bar, Crown Melbourne 8 Whiteman Street, Southbank 3006

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