

MEDIA RELEASE

Attention: Food and Travel Writers

For Immediate Release



Masterchef Contestant's Food Tours Goes from Strength to Strength

MELBOURNE • 1 January 2015: – The first Masterchef Australia contestant to launch a food tourism business in Australia has passed a new milestone, with more than 400 people having been on his food tours since the business launch just 16 months ago.

Andrew Prior, a contestant on the popular TV series in 2013, established Queenie's Food Tours in September 2013, soon after the series finished its run on Australian TV.

His business now runs a range of walking and bus food tours in Melbourne, including a Sweet Dreams Tour of the high-end dessert shops in Melbourne's South Yarra area, a Breakfast City Walking Tour of the top food locations in the city's CBD, and an all-day mini bus French food tour that visits a range of French food locations around Melbourne.

"I've always had a passion for food and I love meeting people," said Andrew. "When I left the show, I decided that I would do something different – something that no other contestant had done."

The idea came to Andrew after having spent a year in Paris in 2012. "I spent a year in Paris with my partner who was studying there and I took the time to get to know where all the best food locations were. When friends and family came to visit us I used to love showing them around. So establishing a food tours business was a natural progression for me."

The first tour launched was the Sweet Dreams Tours, a three-hour walking tour conducted on weekends and visits a range of locations, including desserts shops, pastry shops, macaron shops and chocolate shops. Guests get the opportunity to taste a range of desserts, hear from the shop's owners how their products are made, and gain fascinating insight into the world of dessert and chocolate making. Andrew conducts all the tours himself and, as such, guests also get to benefit from Andrew's entertaining commentary and knowledge.

After 16 months, the tours have become even more popular. "We get guests from all over the world as well as all over Australia and the feedback we've had is that people can't believe the quality that's focused in Melbourne," said Andrew. "Many people remark how they never knew the places we visit existed, so it's great I've had the opportunity to introduce people to some great quality food locations in Melbourne."

Further information is available at <http://www.queeniesfoodtours.com/>

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