



A Recipe for Success – P&O Cruises Celebrates Five Years of Salt Grill

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Adding a touch of salt to its menus has proved a winner for P&O Cruises, which last night celebrated its five year partnership with celebrity chef Luke Mangan at a special event on the Gold Coast.

When P&O Cruises launched the first *Salt grill by Luke Mangan* restaurant on Pacific Jewel in December 2009, the restaurant was an instant hit, serving a full house twice each night. Within 12 months another two *Salt grills* were opened on Pacific Dawn and Pacific Pearl.

Over the past five years, the three restaurants have served more than 350,000 guests.

At last night's function at the Gold Coast *Salt grill by Luke Mangan*, attended by more than 120 P&O fans and partners, P&O Cruises' Senior Vice President Sture Myrmell revealed the restaurant success story started with an off-the-cuff remark by Luke when the two men first met in 2008.

"Luke said to me he'd like to try putting a restaurant on a ship and at the time I was thinking about ways to add something new to P&O's food offering," Mr Myrmell said. "So I rang him a few months later and suggested we give it a try – and we haven't looked back since."

Mr Myrmell told guests at the event that *Salt grill by Luke Mangan* has been so popular that the cruise line would expand the concept on its latest ships, Pacific Aria and Pacific Eden, which join the fleet in November.

In addition to the much-loved *Salt grill* restaurant, the ships will both offer a *Salt grill* bar, perfect for pre and post dinner drinks.

Speaking at the celebration, Luke said the *Salt grill* concept had been more successful than he had ever imagined.

"From the first night we opened our doors on Pacific Jewel, P&O's guests have embraced the *Salt grill* experience." Luke said.

"To be celebrating five *Salt grill* restaurants at sea five years later is a fantastic result, which speaks volumes about P&O's innovative approach to cruise cuisine as well as Australians' love of good food."

For more information on P&O Cruises visit www.pocruises.com.au or call 13 24 94.

About P&O Cruises and *Salt grill by Luke Mangan*: The region's largest and longest-serving cruise operator, P&O Cruises Australia leads the way in cruising as Australasia's only 'home brand' and its favourite cruise line. P&O Cruises has been sailing the region for more than 80 years, and has pioneered new destinations around Australia, the Pacific and Asia.

Featured on the three ships in P&O Cruises' existing fleet, *Salt grill by Luke Mangan* is a 60-seat restaurant which offers dinner each evening and lunch on sea days and is also the venue for P&O's high tea. A surcharge of \$39pp applies to lunch and \$49pp for dinner.