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Media Statement - for immediate release

Premium Pāmu Venison Conquering Auckland and the USA

From The Sugar Club at SkyCity to the Archive Bar and Bistro on Waiheke, premium quality venison from Pāmu in partnership with Duncan Venison and Carve, is livening up the plates of over a dozen restaurants in Auckland and further afield, with more queuing up.

Duncan Venison CEO Andy Duncan say the demand for the Pāmu venison is growing as chefs discover the superior taste and quality of the Bistro Fillet product.

“We could see there was a real gap in the market – chefs wanted a more consistent, higher quality venison item that was available throughout the year, and that is what we have delivered with the Pāmu Bistro Fillets.”

Carve Meat Co-owner, Kate Luxton, Duncan NZ’s distribution partner say they have introduced over a dozen restaurants to the Venison Bistro Fillet.

“Venison is definitely on the rise in the Auckland restaurant scene right now.

“We are finding that word is spreading among chefs in Auckland, as they serve our venison to customers, who in turn are looking to find venison on menus. Word of mouth is how the restaurant business works, and it is definitely having an impact on the demand we are seeing for the Pāmu venison.”

Pāmu Chief Executive Steven Carden said it was gratifying to see Pāmu’s venison product gaining real traction in the local market place.

“At Pāmu we are all about ensuring the quality of our products and farming in a way that enhances the taste of what we sell.

“With our venison, we have been working on farm to ensure that what ends up on the plate is of the highest quality, and is available when the chefs want it.

“Working with companies like Duncan Venison and Carve, who share our desire to see only the best quality meat in restaurants in New Zealand, is critical to our success.”.

Pāmu venison is also on menus throughout the USA in partnership with Duncan Venison. The United States is another market seeing sustained growth, and Pāmu welcomed some key customers from the USA onto their farms earlier in the year, to give them a true experience of where their product is grown.

“Critical to our success internationally is forming partnerships with companies that share our focus on provenance and quality, and hosting customers here so that can see first-hand how we farm, and why we achieve the quality of product that we do, is a key part of our business model,” Mr Carden said.

The USA has replaced Germany as New Zealand’s largest market for venison.

ENDS

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Editor’s note:

Current restaurants serving Pāmu venison in Auckland:

- Archive – Waiheke (part of Mudbrick)
- Bracu – Bombay Hills
- Chikos Restaurant
- Culprit
- Crave Café
- Dawsons Catering
- Et Tu
- Han Restaurant
- La Vista
- Madam George
- Number 5
- Paris Butter
- Plume - Matakana
- Prego
- Sails
- Sky City – The Sugar Club
- The Stables – Matakana

Pāmu is the brand name for Landcorp, a Stated Owned Enterprise, and one of New Zealand’s most innovative farmers and food businesses. It is also the name given to the quality products created by the company.

Pāmu is the Māori word ‘to farm’ and reflects the deep connection New Zealanders have with the land, born from respect, and a genuine desire to protect and enhance the environments in which the company works. It’s a proud provenance that stands behind every product bearing the Pāmu name.

More information:

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