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MEDIA STATEMENT

For immediate release

Chefs rave about Pāmu deer milk

Chef Geoff Scott says it is rare to see excitement among the chef community but when top chefs tasted deer milk for the first time on Monday in Auckland, a buzz was in the air.

“It is rare for chefs to work with a completely new product, which has never been used before. For most of us tasting Pāmu deer milk, a world first, was an opportunity we don’t often get in our careers,” Scott says.

Pāmu deer milk won the Grassroots Innovation award at Fieldays today, which caps an exciting week for the ground breaking product.

“This is the sort of innovation the food industry is looking for, and which builds new creations and food movements. Pāmu deer milk is definitely in that category,” Scott says.

Scott says the sensation that Pāmu deer milk creates on the palette is what makes it so special.

“It is like drinking extra silky cream and that was the general reaction among the chefs we had at the tasting event in Auckland on Monday.

“It was a special moment and the invited chefs, from some of Auckland’s top restaurants, were immediately buzzing with how they could use it in their restaurants,” Scott says.

Diners can experience this unique and exclusive product in the hands of some of New Zealand’s most cutting edge chefs in Auckland with Makoto Tokuyama (Cocoro); Des Harris (The Hunting Lodge); Shaun Tayugi (Harbourside); Ben Bayly (The Grounds / Baduzzi); Kate Fay (Cibo Parnell) along with Wellington’s Shaun Clouston (Logan Brown).

“Immediately after tasting the Pāmu deer milk on Monday, the recipe ideas started flowing. The flavours are so rich and really appeal to chefs. It’s important for us to source local New Zealand produce and knowing this type of food innovation is happening in New Zealand is exciting,” Des Harris of The Hunting Lodge says.

“I am thinking of adding a wild duck egg and Pāmu deer milk crème brulee to the menu,” he says.

Shaun Tayugi of Harbourside said Pāmu deer milk is a really exciting and unique product.

“I can’t wait to play around with it more to come up with items of our menu. I’m hoping to have it as a feature menu item from July this year,” he says.

Ben Bayly of Baduzzi and The Grounds says feedback from his guests and front of house was one of bewilderment, in a good way.

“This is definitely a world class ingredient, and should not be messed with and should be treated like gold,” Bayly says.

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Editor’s note:

Deer Milk is currently only available through restaurants in Auckland and Wellington.

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.



Photo: Pāmu deer milk ice cream



Photo: Chef Geoff Scott is a big fan of Pāmu deer milk