

media release

JAMIE'S RESTAURANT JOINS RSPCA

Jamie Oliver's *Fifteen Melbourne* has joined the RSPCA Choose Wisely initiative, which aims to get Australian restaurants serving humane food.

Choose Wisely signs up restaurants and cafes that commit to using higher welfare eggs, pork and chicken, helping to get farm animals out of conventional farming systems.

Celebrity Chef, Jamie Oliver, is well known for his work to improve farm animal welfare so it would come as no surprise that his restaurants reflect this passion.

"Jamie Oliver's passion for animal welfare runs through all his restaurants so Fifteen Melbourne has always had a vision to help improve the lives of farm animals by serving and enjoying humane food," said Fifteen Melbourne's Masato Higgs.

"Fifteen's emphasis is on allowing bold natural flavours to shine and speak for themselves so having cruelty-free produce is an absolutely major aspect of our menu. Where possible, we source organic and biodynamic produce and predominantly from our local Victorian producers."

The RSPCA welcomed the new addition to Choose Wisely, which coincides with Jamie Oliver's visit to Melbourne this week.

"Jamie really epitomises what we're trying to achieve with Choose Wisely because he demonstrates every day that you can enjoy eating meat and eggs and still care about the welfare of the animals that provide them," said the RSPCA's Hope Bertram.

By serving free-range eggs and free-range chicken and pork, *Fifteen Melbourne* is not only demonstrating care for the welfare of farm animals but chefs are giving customers what they want – higher welfare food.

"Today, people around world consciously make decisions to source organic and higher welfare products – in their homes and when they dine out. The countless positive feedback attributed to this produce is not only received by our chefs but more so by our guests," said Mr Higgs.

"The Choose Wisely vision is closely shared by Fifteen Melbourne. It has always been engraved into our philosophy."

The RSPCA is calling for more Australian restaurants to follow Jamie's lead and sign up to Choose Wisely. For more information visit www.choosewisely.org.au.