



Media Release

St Patrick's Day at P.J.O'Brien's on 17 March

"Where the Irish go!"

February 2015, MELBOURNE: P.J.O'Brien's pubs across the country will turn on the event of the year for St Patrick's Day on **17 March**.

St Patrick's Day will see Australia's six million Irish, Irish descended – and even the Irish at heart – congregate for the world's largest celebration of Irish culture. At the same time wandering Irish folk from Dublin to New York to Tokyo will witness rivers turned green and landmarks lit with a wash of Celtic colour!

In Melbourne, the most passionate thousands of Irish will be found making the most of the craic at P.J.O'Brien's Irish Pub at Southgate. All are welcome, with a full entertainment line up and menu available via www.pjobriens.com.au

Festivities will kick off with an Irish breakfast from **8am** at P.J.O'Brien's **Southgate**, on the banks of the Yarra River opposite the iconic Flinders St Station.

"Usually about three quarters of our patrons are Irish, and most of our staff are Irish too. It is our biggest day of the year by far!" says Melbourne venue manager **Aoife Reilly**.

The day will include face painting, Irish dancers, and an impressive line up of Irish bands and musicians including **The Bad Penguins**, **The Coogans**, **Gallie** and **Marty Kelly**.

P.J.O'Brien's Southgate Irish chef **Marion O'Sullivan-Perez** arrived in Melbourne to marry her Australian beau, and has been at the helm of the P.J.'s kitchen for eight years.

"One of our most special dishes has to be the Irish spiced beef sandwich. There is a long process to prepare the meat: first we rub it in brown sugar and leave it marinating for two days. Then we coat it in our own special blend of spices, turning and monitoring it to ensure it's evenly coated, which takes another three days," says Marion.

"When it's ready we serve it thinly sliced with apricot & almond chutney and horseradish mayonnaise on pan loaf bread. It's one of my favourites!"

Discerning St Patrick's Day revelers can also sample P.J.O'Brien's head bartender **Cian O'Neill's** signature Irish cocktails, including the **Double Black Martini** with Guinness and Espresso, the **Black-Currant Velvet**, merging the Irish and expat Guinness-variegated drinks, and The Sour Irishman.

The Sour Irishman is Cian's variation on the whiskey sour using Poitín, Ireland's original whiskey, distilled over 14 centuries ago by monks, 700 years before the first whiskey was created. Legal brewing of Poitín began in 1997, and it just became available in Australia in 2014. P.J.O'Brien's Southbank was one of the first to stock the spirit.

Designed and constructed in Ireland, and considered by Guinness Worldwide Brewing to be Australia's leading Irish Pub, P.J.O'Brien's is the country's most authentic destination for the celebration.

For media information and images please contact:

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- What:** St Patrick's Day at P.J.O'Brien's Melbourne
- Where:** Ground Level, Southgate Restaurant & Shopping Precinct, 3 Southgate Avenue Southbank. Opposite Flinders St Station on the banks of the Yarra River.
- When:** Tuesday, 17 March
- 8:00am Full Irish breakfast until 11am.
- 9:30am Irish dancers performance.
- 8:00am The Coogans: Irish acoustic duo on guitar and fiddle.
- 11:00am Gallie: Irish singer/songwriter plays originals from his album, produced by a Grammy-Award winning musician.
- 11:00am-3:30pm Lunch available including: Beef & Guinness Pie, Irish Stew, Traditional Irish Spiced Beef Sandwich, Irish pork sausage and other traditional dishes.
- 12:00pm Irish dancers performance.
- 1:30pm Marty Kelly: singer-guitarist and master of traditional Irish music and storytelling.
- 4:00pm The Coogans: Irish acoustic duo on guitar and fiddle.
- 7:00pm The Bad Penguins: an Irish two-man band, playing everything from Irish standards to pop. They have toured Europe and America and played with some top acts. They play guitar and mandolin.

Guinness Pint Man special appearances all day!

Bar snacks from 4pm until midnight.

8:00pm **Endearing film *The Irish Pub* screens upstairs at Southgate Cinema**

Southgate Cinema is a free deckchair cinema located on the Upper Atrium Level of Southgate, upstairs from P.J.'s.



*"If you love Ireland or if you love pubs...you're going to want to see Alex Fegan's disarmingly modest documentary *'The Irish Pub.'*" - The Boston Herald*

More info on the film and bookings via www.southgatemelbourne.com.au

Bookings: Bookings and pre-payment essential from 8am-11am. To book for Breakfast or Lunch call 03 9686 5011 <http://www.pjobriens.com.au/>

"The O'Brien family, which owns P.J.O'Brien's, are Irish-Australian and proud of their background. That's a good example of people who don't see opening an Irish bar as something you just pluck off the shelf. They support a lot of Irish community events."

- **Billy Cantwell, publisher of the *Australian Irish Pub Guide* and the *Irish Echo*, Australia's Irish newspaper.**

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