



LE CORDON BLEU

11 May 2012

MEDIA RELEASE – PHOTO OPPORTUNITY

Le Cordon Bleu partners with Southern Cross University to deliver exciting new online postgraduate degree

World famous culinary arts and hospitality school, Le Cordon Bleu, in collaboration with Southern Cross University have launched an exciting new online postgraduate degree for ‘foodies,’ the Master of Gastronomic Tourism (MGT). The first cohort for the degree commenced on Monday (7 May 2012) with over 25 students enrolled from around Australia and the world.

On Friday 11 May Le Cordon Bleu President, Mr André J. Cointreau, will visit Australia and meet with Pro-Vice Chancellor Professor Andrew McAuley from Southern Cross University at a function to officially recognise the special partnership between the two educational institutions for the delivery of the Le Cordon Bleu Master of Gastronomic Tourism.

“Le Cordon Bleu is very pleased to be working with Southern Cross University, who will deliver the Master of Gastronomic Tourism online. Southern Cross University was a pioneer in the development of tourism and hospitality degrees and is a leading provider of distance education in Australia. They were a logical choice of partner for Le Cordon Bleu for this program” says Mr Cointreau.

PHOTO OPPORTUNITY

Mr André J. Cointreau, President - Le Cordon Bleu (visiting Australia) with **Professor Andrew McAuley**, Pro-Vice Chancellor (Academic) - Southern Cross University.

Also present: Senior members of Le Cordon Bleu in Australasia, Program Director for the Le Cordon Bleu Master of Gastronomic Tourism, **Ms Maree Walo** from Southern Cross University School of Tourism and Hospitality Management (Lismore Campus) and members of the Southern Cross University School of Tourism and Hospitality Management Industry Advisory Board including Chairman, **John King OAM**.

Date: Friday 11 May 2012

Time: 12:30 – 12:45pm [STRICTLY]

Venue: Private Dining Room, Est.
Establishment, level 1, 252 George Street, Sydney

Please contact Sophie Mibus on 0450 609 006 for any further details.



Those commencing on Monday included journalists, general surgeons, lawyers, hospitality lecturers and therapeutic chef at Cabarita Ocean Retreat in Byron Bay and founder of Gowings Food Health Wealth, **Samantha Gowing**. Samantha was the first applicant for the program.

“The Le Cordon Bleu Master of Gastronomic Tourism gives me an opportunity to distil my life experiences in the executive wellness arena into a recognised post-graduate qualification. I am looking forward to commencing my studies this week” says Ms Gowing.”

About the Program

Students with internet access, a computer and a passion for food, drink and tourism will be able to study the program from anywhere in the world, networking with like-minded individuals and studying topics ranging from sustainability and food security to contemporary trends in cuisine and culinary arts; from food writing for media to the history of gastronomy and the restaurant; and from small business management to entrepreneurship and the application of ethical business practices in tourism operations. Graduates of the program will work in hospitality, writing, media and tourism.

The Le Cordon Bleu Master of Gastronomic Tourism commenced on 7 May 2012. The first two units that students will study are Food & Drink in Contemporary Society and Gastronomic Tourism. Applicants with a bachelor degree can gain direct entry. Applications from individuals without academic qualifications will also be considered based on relevant expertise and specialist experience.

Applications are now open for the next trimester (commences August 27). Students are encouraged to contact Le Cordon Bleu for further information.

<http://www.lecordonbleu.com.au/adelaide/magt/en>

About Le Cordon Bleu

Le Cordon Bleu, one of the world’s most prestigious providers of gastronomy, culinary and hospitality management education, was founded in Paris in 1895.

Through its international faculty comprised of over 80 distinguished Master Chefs, Le Cordon Bleu is dedicated to preserving and passing on the mastery and appreciation of the culinary arts to over 20,000 students from 70 different nationalities in 20 countries at 40 schools including **Sydney, Adelaide and Melbourne**.

Media contact for images, interviews and further information:

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