



A CUT ABOVE: VICTOR CHURCHILL JOINS CROWN WITH BOLD NEW RESTAURANT

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29, January 2026: One of the world's most celebrated butchers, Victor Churchill, is set to make its mark on Crown Melbourne with a new architectural masterpiece and steak restaurant to transform Melbourne's riverside precinct.

Victor Churchill at Crown Melbourne will be a breathtaking space where exceptional craftsmanship, old-world glamour and unrivalled artisanal butchery collide, where meat is celebrated as both an ingredient and an artform.

Construction of the venue will start in the second half of this year, with doors opening to diners in mid-2027. The space on level three of Crown Towers will feature stunning views of the Yarra and city skyline.

Echoing the award-winning aesthetic that earned Victor Churchill Woollahra global acclaim, every elevated detail will speak to sharp, sleek luxury with a cosmopolitan, New York inspired edge.

Guests will enjoy a theatrical dining experience - from perfectly aged steaks to exceptional wines and impeccable table-side service. At the helm will be acclaimed Australian-born chef and culinary director, Monty Koludrovic.

Returning from Los Angeles for this appointment, Monty's career spans prestigious kitchens in LA, Sydney and London, including *Icebergs Dining Room*, *La Trompette*, *The Dorchester*, Hollywood's *The Living Room* private members club, *Bécasse*, *Cafe Sydney*, and *The Boathouse on Blackwattle Bay*.

Anthony Puharich, fourth-generation butcher and Victor Churchill CEO, continues his family's legacy by championing ethical sourcing and elevating the craft of butchery, and he says this restaurant will be unlike anything Victor Churchill has delivered.

"Victor Churchill has always been about elevating butchery into an art form. Bringing this vision to Crown Melbourne is a dream - we're creating a space that's bold and dramatic - as much about theatre, experience and design as it is about exceptional produce."

Executive Chef, Monty Koludrovic, said: "I am so excited to return to Australia for this opportunity. Every detail will reflect our commitment to meticulous sourcing and provenance, while delivering a multisensory dining experience that feels like stepping into a gallery, where meat is the masterpiece."

Crown Melbourne CEO, Ed Domingo, said: "This exciting new partnership brings together two icons of luxury and dining in what will be an architecturally stunning space overlooking the Yarra. We can't wait for our guests to experience the distinctive theatre and exceptional quality of Victor Churchill right here on Crown Melbourne's famed riverwalk."

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ABOUT VICTOR CHURCHILL

Victor Churchill is Australia's longest-running butcher. With accolades including the International Retail Design Award, Victor Churchill blends artisanal butchery with architectural brilliance. The Armadale store recently ranked among the world's best steak restaurants, cementing its reputation for excellence.

As Australia's oldest continuously operating butcher shop, its origins trace back to 1876, a legacy that will soon celebrate one hundred and fifty years. Over its remarkable history, the store has passed through only a handful of custodians Anthony Puharich is its fifth owner and the first to reimagine the heritage institution as a modern expression of craftsmanship, luxury, and provenance. Under his stewardship, Victor Churchill has evolved into an international benchmark for fine food retail a place where history, artistry and an unwavering respect for tradition continue to shape one of the world's most admired butcheries.

ABOUT CROWN MELBOURNE

Crown has been an iconic Melbourne landmark since 1994, transforming the Southbank precinct into one of Australia's most recognised and visited destinations. Nestled along the Yarra River, Crown is Melbourne's only integrated resort, offering a world class experience that attracts more than 26 million visitors annually.

Crown Melbourne's waterfront location boasts unrivalled luxury accommodation, with over 1,600 exquisitely appointed rooms across Crown Towers, Crown Metropol and Crown Promenade. Guests enjoy access to Victoria's best indoor hotel swimming pools, the award-winning Crown Spa and an exclusive retail precinct featuring designer brands and prestigious luxury outlets.

Home to an exceptional array of award-winning restaurants, including Nobu and Rockpool, alongside bars, cafes and clubs, Crown is Melbourne's ultimate entertainment destination with venues for every occasion. Marmont and Kolkata Cricket Club are new additions to the dining offering, and Victor Churchill is set to open an exquisite new bar and grill restaurant overlooking the Yarra in 2027. Construction is underway to renovate and expand The Palms, featuring additional seating capacity and a new balcony for pre-theatre drinks, scheduled to open later this year.

Crown Palladium Ballroom remains Australia's premiere major events destination, hosting prestigious awards and celebrations. This compliments a combined 7,350 square metres of versatile space offered by the Crown Conference Centre.

The 24-hour casino at Crown Melbourne features 540 gaming tables and over 2,600 electronic gaming machines, providing guests a wide variety of entertainment options all under the one roof.

Crown Melbourne is the state's largest single-site private employer and the largest employer of hospitality staff. Attracting 26 million visitors every year, it plays a key role in driving Melbourne's tourism sector, contributing \$1.9 billion to the local economy each year.

