



MELBOURNE ICON BRUNETTI ORO SET TO SWEETEN CROWN MELBOURNE'S TRANSFORMATION

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17 September 2026: One of Melbourne's most recognised and loved hospitality brands is coming to Crown Melbourne, with Brunetti Oro set to open on the Riverwalk in 2027 as part of Crown's \$200 million transformation.

A cherished part of Melbourne's social fabric for seven decades, Brunetti Oro has built its reputation on exceptional Italian coffee, handcrafted cakes and pastries, artisanal gelato, and all-day café dining.

The new venue will bring the much-loved Brunetti Oro experience to Southbank for the first time, creating a vibrant destination for both locals and visitors to enjoy from morning espresso through to late-night desserts.

Designed to be as memorable as the menu, the expansive venue will blend Italian glamour with Brunetti Oro's unmistakable sense of theatre. A dramatic full-height cake wall, traditional gelateria, abundant pasticceria, open pizza kitchen, coffee bar and Campari bar will each have their own distinct identity. At the centre, Brunetti Oro's signature horseshoe bar will place its craftsmanship on show and create a lively focal point from morning coffee through to late-night cocktails and dessert.

Positioned on Crown Melbourne's Riverwalk, Brunetti Oro will play a key role in activating the waterfront and expanding the resort's appeal as a destination that offers dining, entertainment and hospitality experiences throughout the day and night.

Crown Melbourne CEO Ed Domingo said the arrival of Brunetti Oro reflected Crown's commitment to bringing iconic Melbourne brands to the precinct, alongside international fine dining.

"Brunetti is a true Melbourne institution and one of the city's most enduring hospitality success stories. We're delighted to welcome them to Crown Melbourne as part of the transformation underway across the resort."

"As we continue to invest in new venues and experiences, our focus is on creating more reasons for people to visit Crown and giving more visitors to Melbourne the chance to experience its iconic offerings. Brunetti Oro accomplishes both, bringing a much-loved Melbourne brand to the heart of Southbank and creating an experience guests can enjoy at any time of day."

Founder Yuri Angele said Crown Melbourne was an exciting next chapter for the business.

"For generations of Melburnians, Brunetti has been part of life's celebrations, milestones and everyday rituals. To now be joining another Melbourne icon in Crown is incredibly exciting for our team.

"Crown attracts millions of visitors from across Australia and around the world, and we're proud to bring the warmth, hospitality, coffee and food that Brunetti is known for to even more locals and visitors. We look forward to creating new memories together in one of Melbourne's most loved destinations."



Brunetti Oro joins a growing list of announcements as part of Crown Melbourne's \$200 million transformation of its Southbank precinct – the largest upgrade to the property in nearly 30 years, spanning more than 15 new restaurants, bars and casual dining venues. Exciting new openings are on the way, with the launch of Crown LIVE and the opening of Bellevue Bar & Terrace in November 2026, followed by Victor Churchill Grill and the Australian debut of Hong Kong's Mott 32 in 2027.

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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 and Mott 32 are set to open exquisite new restaurants overlooking the Yarra in 2027.

Crown LIVE is Melbourne's newest premium entertainment venue. An intimate 1,250-seat theatre, it comes alive with everything from world-class musicals and family favourites to comedy and unforgettable concert experiences. Designed for flexibility and impact, the space effortlessly transforms to suit every performance, creating an electric atmosphere for every audience. Featuring a balcony overlooking the Yarra, perfect for pre-show drinks and socialising, Crown LIVE is set within the energy of Crown Melbourne's unrivalled collection of restaurants, bars and late-night experiences. It turns every show into a complete night out in the heart of the city.

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. The resort plays a key role in driving Melbourne's tourism sector, contributing \$1.9 billion to the local economy each year.