



LOCAL FAVOURITE JOINS BIG NAME INTERNATIONALS AT THE URBAN FOOD DISTRICT

10 December, 2025: Local cult favourite **Saigon Story** by Jenny Lam will open at Crown Perth in early 2026, as part of its new **Urban Food District**.

Renowned for two of Perth's local favourite restaurants Bunn Mee and Vietnamese tapas restaurant and bar Phat Lon in Leederville, Jenny's latest project joins a stellar line-up of local and international brands set to arrive at Crown Perth early in the new year.

Saigon Story, *Street Food Retold* will be a Vietnamese eatery that celebrates the bold, fresh flavors of Saigon's bustling food scene. From banh mi to pho, Saigon Story will offer authentic, fast-casual Vietnamese dishes that are both satisfying and full of character.

Saigon Story joins an exciting line-up including Las Vegas pizza brand **Side Piece Pizza**, modern Japanese sushi bar **Tekka Bar** and **Burgers by ES**, all heading to Australia for the first time as part of the Urban Food District.

Crown Perth CEO Brian Pereira said the venues have been carefully curated to offer a diverse offering of unique experiences to guests visiting Crown at any time of day.

"The Urban Food District will bring local tastes like Jenny's Saigon Story to Crown, as well as a host of international brands coming to Australia for the first time – the selection available at the Urban Food District will be a game changer for Perth."

"We are incredibly proud to continue Crown's long tradition of bringing new concepts to our guests and the wider community."

Chef Jenny Lam said she is thrilled to bring her style of Vietnamese food to Crown's newest venue.

"I'm fiercely passionate about sharing bold, nostalgic flavours while creating an experience that reflects the energy and diversity of the space. Our new offering will push boundaries, celebrate creativity, and leave guests craving their next visit."

A short stroll from Optus Stadium and adjacent to the Crown Theatre, the Urban Food District will be open late on weekends with DJs creating the perfect atmosphere for friends, families and hotel guests to catch up before or after a game, concert or show and staying open until the late evening. Construction of the multi-million development is well advanced – with the precinct set to create 100 local jobs.

A luxury wine bar is also set to be unveiled in the coming weeks at Crown Towers. **Gladstones** will honour Western Australia's unique landscape, history and award-winning wine regions, with a predominantly local WA wine list together with a curated selection of globally renowned wines. Located between the Crown Towers and Metropol hotels, it'll be an ideal meeting spot before the theatre, or for guests to sample WA's finest vintages.

For more information, please contact:

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