

LFM

Food & Beverage Portfolio 2023

Luke Foley-Martin



MILENTA

At Milenta we have the honor to welcome you to our restaurant. We are pleased to have you here and we hope you will enjoy your stay. We are committed to providing you with the best service and the most delicious food. We are looking forward to seeing you again.

SNACKS

Grilled chicken breast	12
Grilled salmon	14
Grilled pork tenderloin	16
Grilled beef tenderloin	18
Grilled lamb chops	20
Grilled pork chops	14
Grilled chicken thighs	12
Grilled pork ribs	16
Grilled beef ribs	18
Grilled lamb ribs	20
Grilled pork ribs	16
Grilled chicken thighs	12
Grilled pork ribs	16
Grilled beef ribs	18
Grilled lamb ribs	20

SMALLS

Grilled chicken breast	12
Grilled salmon	14
Grilled pork tenderloin	16
Grilled beef tenderloin	18
Grilled lamb chops	20
Grilled pork chops	14
Grilled chicken thighs	12
Grilled pork ribs	16
Grilled beef ribs	18
Grilled lamb ribs	20
Grilled pork ribs	16
Grilled chicken thighs	12
Grilled pork ribs	16
Grilled beef ribs	18
Grilled lamb ribs	20

RM

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Grilled salmon	14
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Milenta, 2022





Euro, 2020

Euro, 2020



Euro and My Nourish Kitchen, 2021/20

Euro, 2020





Best Foods, 2022





Hello Beasty, 2021



Hello Beasty, 2021



Pals

VODKA, WATERMELON,
MINT AND SODA

330 mL
5% ALC/VOL

Pals

VODKA, CENTRAL OTAGO PEACH,
PASSIONFRUIT AND SODA

330 mL
5% ALC/VOL

Pals

WHISKEY, HAWKE'S BAY
APPLE AND SODA

330 mL
5.8% ALC/VOL

Pals

GIN, HAWKE'S BAY
APPLE AND SODA

Pals

VODKA, MANGO,
PINEAPPLE AND SODA

330 mL
5% ALC/VOL

Pals

VODKA, HAWKE'S BAY
LIME AND SODA

330 mL
5% ALC/VOL

Pals, 2022



FAMILY HEIRLOOMS

A look inside a business rooted in family values.

*Words: Sabina Syntos
Photography: Luke Foley-Martin*





"We're not going to move from where we are. We want to keep it in the family." Malcolm Pook makes this statement from his farm in Waimauku, Tāmaki Makaurau Auckland. His father, Peter Pook, was an avid market gardener in the 1960s, renowned across the city for his spuds. At the age of 17, Malcolm began helping out with his dad's garden, cementing the operation as a family business. "I left school, much to the disgust of the headmaster. When I said I was leaving to go grow vegetables, he dropped me like a hot potato," Malcolm remarks. "I've been growing stuff ever since."

"I left school, much to the disgust of the headmaster. When I said I was leaving to go grow vegetables, he dropped me like a hot potato," Malcolm remarks. "I've been growing stuff ever since."

From where he currently stands, Malcolm's grounds have served the business for the past 27 years. For most of this time, they've primarily supplied truss tomatoes for supermarkets like PAK'nSAVE and New World. That was until four years ago, when Bidfresh approached them with a request for heirloom tomatoes. Enter the third generation of Pooks: Malcolm enlisted his eldest son Gavin, a former general manager for Red Bull, to help carry out the endeavour and continue the family legacy.

It was from this point on that the business evolved from a good old-fashioned farm to a recognisable brand in its own right, with the intent of showcasing the genuine essence and luxury of the heirlooms. With names like 'Little Black Dress', 'Vintner's Merlot', and 'French Kiss' applied to identify the unique colours, shapes, and flavours of each variation, Heirloomacy tomatoes set themselves apart from the rest of the produce section. 'Green Streak' is perhaps the crowd favourite, with its chartreuse skin and zebra-like stripes, weighing in at nearly 300g apiece. With the offering changing each season, Heirloomacy tomatoes are all limited edition. They make their appearance from around September through May; the precise dates decided by Mother Nature. When in season, the gourmet tomatoes are stocked at boutique

grocer Farro, as well as being on the menu at nearly 30 of the most well-loved restaurants in Tāmaki Makaurau and Pōneke Wellington.

Heirloomacy tomatoes are grown via a large-scale hydroponic operation, where no soil is used. Instead, the tomatoes are raised using water-based mineral nutrients, obtained through an in-house process of water purification, using UV rays and ozone. Rainwater is captured from the roof of a greenhouse on the site, and stored in the property's reservoirs. Once it's been used to feed the plants exactly what they need it's reticulated back to ensure there's no waste.

While Heirloomacy can't quite qualify itself as organic by definition, given this requires the use of soil, Malcolm proudly calls the tomatoes 'hydro-organic'.

Just like the Pook's family business, the beauty of a heirloom tomato lies in its heritage. To be considered one, the seeds must be traced back to at least a century prior. Some of the varieties grown by Heirloomacy have been handed down from Peter Pook himself, and come from French, Spanish, Italian or South American origins. While regular tomatoes are grown with efficiency in mind, heirlooms are grown for their individual character and, most importantly, their flavour. However, Malcolm notes that breeding for diversity is not without its challenges.

"Heirlooms are crazy. They're actually quite hard to grow because they're not resistant to anything whatsoever. They haven't been played with. They haven't been modernised, they haven't been changed. They haven't been modified to have shelf life. They're basic, true, flavoursome produce."

It is this continual learning process that allows the Pook family to perfect the craft of growing specialty heirloom tomatoes, in all their varying colours, shapes, textures and sizes—akin to abstract works of art.





Heirloomacy, 2020



Coal Pit Wine, 2021





Ostro, 2021





Ostro, 2021

Dom Perignon, 2021





Dom Perignon, 2021



CHAMPAGNE
DOM PÉRIGNON
VINTAGE 2010



Hello Beasty, 2020





Sanford, 2021



Glenmorangie, 2021



Cloudy Bay, 2021





Ostro for Moët & Chandon, 2021

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