



## ZENITH WELCOMES AUSTRALIAN AWARD-WINNING CHEF JOSH NILAND AS ITS NEWEST FRIEND OF THE BRAND

Proving that gastronomy can be both innovative and sustainable, multi-award winning, acclaimed chef, restaurateur and author, Josh Niland has reached his star by single-handedly transforming how we cook, transport, age and store fish.

A true culinary pioneer, Josh is teaching the world the art of whole fish cookery, using his mastery of fish butchery to adopt his signature “nose-to-fin” approach to seafood. In line with ZENITH’s HORIZ-ON initiative for a more sustainable end environmentally conscious future, Niland’s ethical, sustainable and revolutionary approach means that every part of a fish is used to create his incredible signature dishes. This ingenious way of preparing fish has earned him global recognition as a master of seafood.

*“With so many parallels to draw between the worlds of cuisine and watchmaking, I’m so delighted to join ZENITH as a friend of the brand. I’ve always tried to evolve the way we approach seafood, and I find the same spirit of innovation and daring in ZENITH and how they’re raising awareness and taking an active approach towards sustainability. I look forward to sharing exciting moments together”* shared **Josh Niland**.

**ZENITH CEO Julien Tornare** added, *“We’re so excited to welcome aboard Josh Niland as ZENITH’s newest friend of the brand in Australia. Josh embodies what it means to follow your passion and convictions to reach your star. He’s not just an incredible chef; he’s also leading the way and showing the world new possibilities of ethics and sustainability in seafood. This is precisely the kind of creativity for the greater good that we seek to explore and nurture within our ZENITH HORIZ-ON initiative.”*

After working in some of Sydney’s most famous kitchens and spending time at Heston Blumenthal’s three Michelin-starred The Fat Duck in England, Josh and his wife Julie decided in 2016 to open their own restaurant. In a brave move, they introduced a small fish-only restaurant in Paddington. Saint Peter, an Australian fish eatery, was immediately recognised and, from opening, won multiple awards for its whole fish cookery. Today, those awards continue, and Saint Peter is ranked as one of the best restaurants in Australia. Its concept is to showcase Australian sustainably sourced seafood.

Bringing the whole fish cookery to people’s kitchens, Josh established Fish Butchery in 2018, a one-of-a-kind retail outlet for fresh fish and seafood. It features a temperature-controlled ice-free zone where line-caught, sustainable species of fish are dry-handled and cut to order. Charcoal Fish followed in 2019, a takeaway concept that offers restaurant-quality fast food beside the beach in Rose Bay. Fish Butchery in Waterloo opened in 2022, followed earlier this year by a second restaurant, Petermen, on Sydney’s Northern Shores, celebrating world-class Australian growers, producers and suppliers.

When he’s not behind the kitchen counter, Josh Niland shares his experiences, techniques and recipes through the three books he has written so far. He is also transmitting his know-how to a new generation of aspiring chefs via masterclasses and demos worldwide and back home for us all to enjoy in the MasterChef Australia cooking competition reality TV show.

ZENITH looks forward to embarking on new adventures – culinary and otherwise – with Josh Niland.



## **ZENITH: TIME TO REACH YOUR STAR.**

ZENITH exists to inspire individuals to pursue their dreams and make them come true - against all odds. Since its establishment in 1865, ZENITH became the first vertically integrated Swiss watch manufacture, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible - from Louis Blériot's history-making flight across the English Channel to Felix Baumgartner's record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, ZENITH has gone on to master high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand's commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.