



## Industry icon's new venture set to transform fnb

Food and beverage management in events and restaurants receives a creative injection with the official launch of fnb, a new venture by creative culinary director and industry icon Tom Rutherford.

Founder of The Truffle Group, Liquidity and owner of The Beach Road, Palm Beach, Rutherford is now sharing his winning fnb formula, built from over 20 years of experience, to inspire food and beverage management in Australia and overseas.



"I'm opening up all of what I've learnt over the years. I'm passionate about creating a lasting impact by bringing creative vision to food and beverage for events and business," says Rutherford.

Working alongside Event Producers and Restaurateurs, Rutherford brings together caterers, venues and staff with a single point of leadership and coordination; approaching, negotiating and hand picking the right people and resources – from all over the world if necessary – to fit event concepts.

Rutherford can also challenge and stretch the dynamic of an event from the outset, dramatically minimising cost and adding value through his strategies.

Event Producer David Grant, dg3 says Tom's approach delivers time and cost savings for complex events.

"He's smart, hands on, fast, innovative, reliable and most importantly, so easy to deal with. Tom knows food, service and wine impeccably and brings it altogether in a seamless and flawless way," says Grant.

fnb helps event managers and clients to design themes and concepts inspired by food and beverage choices. In fact, entire events can be directed by the food and beverage with spectacular results.