



Citigroup Inc. (NYSE: C)

## **Citi serves customers exclusive access at *The Sydney Morning Herald Good Food Month***

**Sydney, 25 August 2014:** For the seventh year in a row, Citi is delighted to partner with *The Sydney Morning Herald Good Food Month*, offering customers exclusive access to world-renowned chefs and the prestigious #CitiVIP area at the festival's Night Noodle Markets throughout October.

Citi customers have the chance to meet star chef Yotam Ottolenghi at an intimate dinner, meet celebrated chefs David Thompson and Peter Gilmore in Quay's exclusive Upper Tower, and experience a Hats Off dinner at MoVida with Festival Director Joanna Savill. Citi is also offering customers exclusive access to its #CitiVIP area at Good Food Month's signature event, the Night Noodle Markets, where customers can bypass the queues and order food from the Citi Concierge team, without having to leave their seat. Guests will also be treated to an exclusive noodle making master-class from popular Chinese restaurant Chef's Gallery.

Managing Director of Marketing, Digital Banking and Customer Experience at Citi Australia, Linda Duncombe, said Citi is delighted to once again be the national presenting partner of Good Food Month. "As part of the partnership we are excited to offer Citi customers many fantastic offers and preferred access to Good Food Month events right across Australia."

Ms Duncombe said good food and wine is an integral part of the Citi customer lifestyle. "We know our customers love great wine and eating out, which is why Good Food Month continues to be the perfect fit for us. Not only are we rewarding our customers in a way that appeals to them, we're also able to support the Australian food and wine industry. It's a win-win."

Citibank Dining Program ambassador Gary Mehigan will once again be part of the festivities, appearing at the launch of the Sydney Night Noodle Markets on Friday, 10 October from 4-6pm.

For more information on *The Sydney Morning Herald Good Food Month* presented by Citi, please visit: <http://sydney.goodfoodmonth.com/>. Details on the Citi VIP experiences at Good Food Month can be found here: [www.citibankdining.com.au/events](http://www.citibankdining.com.au/events).

**ENDS**

## Notes to the Editor

- This year Citi is the national presenting partner of the Good Food Month festival, with events in Brisbane, Sydney, and Melbourne, and for the first time Canberra, plus satellite events in WA and SA
- Last year over 300,000 people nation-wide visited Good Food Month's signature event, the Night Noodle Markets, an increase of 100,000 from 2012
- This year Citi expects the crowds to be even bigger, predicting approximately 12,000 Citi members to visit the VIP area

## Night Noodle Markets

### #CitiVIP Area

- Customers can enjoy access to reserved seating and a dedicated bar at the centre of the Night Noodle Markets, making this the perfect place to enjoy all that the markets have to offer without the hustle and bustle of the crowds
- WHERE: Hyde Park North
- WHEN: October 10-26  
Mon, Tue 5-9pm; Wed 5-10pm; Thurs, Fri 5-11pm; Sat 4-10pm; Sun 4-9pm

### Citi Concierge

- Beat the queues and order food from the comfort of the VIP area without leaving your seat, thanks to Citi Concierge

### Free copy of Good Food Guide 2015

- Citi is a proud partner of *The Sydney Morning Herald Good Food Guide 2015*
- To celebrate its launch, the first 10 customers to place an order through Citi Concierge each night will receive a free copy of the Guide

## Exclusive Citi Offers

### Win tickets to a Mediterranean feast with Yotam Ottolenghi at Nomad

- Citi customers will have the chance to win tickets to this unique event in Nomad's private dining room and meet Yotam Ottolenghi
- The space has been reserved exclusively for seven lucky Citi winners and their guests, who will also receive a copy of Yotam Ottolenghi's cookbook, *Plenty More*
- WHERE: Nomad, Foster Street, Surry Hills
- WHEN: October 28; from 7pm
- HOW: Visit [www.citibankdining.com.au/events](http://www.citibankdining.com.au/events)

### Nahm at Quay: Meet David Thompson and Peter Gilmore

- With thanks to Quay, the first 30 Citi customers to purchase tickets to this event will gain access to Quay's exclusive Upper Tower and have the opportunity to meet David Thompson and Peter Gilmore
- WHERE: Quay, Overseas Passenger Terminal, Hickson Road, The Rocks
- COST: \$350 per person for 5 courses and wine
- WHEN: October 20; from 7pm
- HOW: Call 02 9251 5600, quote 'CITI'

### Win an evening with the Festival Director at MoVida

- You and a guest have the chance to join Good Food month Festival Director Joanna Savill for a very special Good Food Month Hats Off event – MoVida Iron Chef
- WHERE: MoVida, 50 Holt Street, Surry Hills
- WHEN: October 27; 6:30pm
- HOW: [www.sydney.goodfoodmonth.com/citibenefits](http://www.sydney.goodfoodmonth.com/citibenefits)

### Reserved Seats – Young Chef’s Dinner at Mr Wong

- With thanks to Mr Wong, Citi have 30 reserved seats for customers at this sell-out event
- WHERE: 3 Bridge Lane, Sydney
- COST: \$200 includes matched wines
- WHEN: October 21; 6:30-11pm
- HOW: Call 02 9240 3000, quote ‘CITI’

### About Citi/ Citibank Dining Program:

#### **About Citibank Dining Program:**

Citi customers can enjoy a free bottle of award winning wine every time they dine and use their Citibank card to pay at partner restaurants. Visit [citibankdining.com.au](http://citibankdining.com.au) to find out more.

#### **About Citi:**

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. In Australia, Citi serves over 1 million customer accounts and 900 corporate accounts. It has the most comprehensive offering and largest global reach of any bank with operations in Australia.

Additional information may be found at [www.citibank.com.au](http://www.citibank.com.au) or [www.citi.com.au](http://www.citi.com.au) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

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