

Herald Sun Sunday

NOVEMBER 11, 2007

Weather: Fine. Max. 26. Page 100

heraldsun.com.au
\$1.80*Inc GST



REVEALED
**BEN'S
BLONDE**



REPORT PAGES 6-7

**TOGETHER
AGAIN AFTER
20 YEARS**

KYLIE AND JASON REUNITED

REPORT PAGE 3

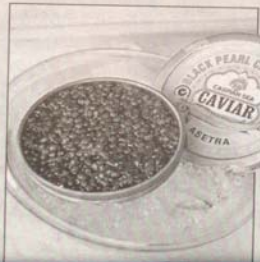
10 things you can't afford in Melbourne



CEO Cocktail, \$320, from Der Raum.



White truffles, \$9500/kg, \$45 a serve with a \$50 supplement.



Ossetra Caviar 30, \$160, from Circa, the Prince.

CATHERINE LAMBERT

MELBOURNE is riding a wave of luxury as demand increases for high-cost goods.

What used to be a select market is growing as more people choose to pay \$35 for salt or \$70 for beer.

Alison Stewart, the general manager of quality food purveyor Simon Johnson, said demand had prompted the company to consider opening another Melbourne store next year.

"Our 100-year-old \$795 vinegar may not sell every day, but there is an increase in the number of people who are more discerning about what they eat and they're prepared to pay for it," she said.

"Our sales in this business have grown enormously in the past 12 months. More people want produce that has as few preservatives as possible... they appreciate a beautiful piece of small chocolate rather than a whole bar of chocolate that just tastes of sugar."

KPMG demographer Bernard Salt said modern wealth was more discreet than the vulgar wealth of the 1980s.

"This modern wealth is more like 'born to rule' rather than 'new rich' because it has been building steadily over the past 16 years," he said.

"These are the baby boomers who have worked hard, studied

wealth."

Mr Salt said the traditional Australian allegiance to England had shifted to Tuscany and Paris, with European food and style upheld as the ultimate in luxury.

"We discovered arugula (lettuce) in the early '90s and bok choy in 1995... eating out became expected, whereas it was seen as wastage by the pre-war generation," he said.

"There's a real sense that you can't hold your head up high and walk down Toorak Rd unless you've eaten at Vue de Monde or the Press Club."

DEMOGRAPHER
BERNARD SALT

Vue de Monde owner Shannon Bennett denied his clientele was part of a select club.

His restaurant, recently voted the best in Australia, had a mixture of clientele, with some saving for a year to dine once at the restaurant while others dined three nights a week.

"People in Melbourne are definitely not shying away from luxury because it's actually affordable with our wages and lifestyles," Mr Bennett said.

"People can still afford to eat at high-end restaurants in Melbourne, compared with Paris where the prices are twice as much as they are here," he said.

"The very word 'expensive' isn't heard anywhere other than Australia."



Balsamic Vinegar, \$795, at Simon Johnson.

Tetsuya's Truffle Salt, \$35, from Raw Materials.

Deus Brut beer, \$70, from Ra.

Calendar Cheese Company Carles Roquefort cheese, \$85 per kg, from Richmond Hill Cafe & Larder.



Wagyu beef, \$220/kg, from Peter G. Bouchier, butcher.



Haigh's Dark Connoisseurs Collection, \$125.

Champagne Krug Clos Du Mesnil 1995, \$1100, at Langham Hotel.