

**Press Release**

**27th March 2018**

***RARE by Lidl* Dine in Dark Restaurant with Chef Gary O’Hanlon**

**Showcasing the best of Lidl’s Irish Beef**

*All proceeds for the event will be donated to Lidl’s Charity Partner, Jigsaw*

*the National Centre for Youth Mental Health in Ireland*



Lidl Ireland are delighted to announce the launch of **RARE by Lidl**, a brand new Dine in the Dark pop-up restaurant which opens its doors in Dublin from April 25th- 27th 2019. Lidl Ireland have worked with chef Gary O’Hanlon to create a mouth-watering menu which showcases the very best of Lidl’s Bord Bia Quality Assured Irish beef.

The **RARE by Lidl** restaurant is designed to enhance your taste buds by dining in complete darkness. It’s more than just a meal; it’s a journey of the senses that will make you re-evaluate your perception of taste, smell and touch. Of all of our senses, sight dominates how we perceive everything around us. Have you ever wondered how your senses would react in complete darkness? **RARE by Lidl** will take you on a unique sensory journey. When sight is taken away, the sense of touch, hearing, taste and smell are heightened turning food, drinks, dinner and conversation into a brand new adventure.

Guests will enjoy a 3 course meal which has been carefully created by Chef Gary O’Hanlon made using all Lidl ingredients. With Lidl’s Irish beef at the heart of each dish, each course has been designed to entice the taste buds and awaken the senses through flavours that flow from dish to dish. Tickets are priced at €15 per person and all proceeds from the event are being donated to Lidl Ireland’s charity partner Jigsaw, the National Centre for Youth Mental Health in Ireland.

The RARE by Lidl experience begins in a pitch black dining room where our servers, wearing night vision goggles, will guide and assist you to your table. Once you have become acquainted with complete darkness, you’ll notice that it’s quite relaxing and your social awareness is heightened. When guests have finished their meal, they will be invited into an experience room where the ingredients and cuts of Lidl’s Irish beef used in the menu will be revealed by Chef, Gary O’Hanlon.

**Chef Gary O’Hanlon commented:** “I'm thrilled to be teaming up with Lidl to showcase their incredible range of Irish beef. My aim is to show the versatility of their beef range and to marry it into a beautiful three course meal. I'll be there each night and meeting guests in the 'experience room' to talk through the ingredients in each dish....... will you guess right!?"

**RARE by Lidl** takes place from Thursday 25th to Saturday 27th April at Venue 35, Anne’s Lane, Dublin 2. Tickets are priced at €15 per person and available now from **www.lidl.ie/rare**. All proceeds from the event are being donated to Lidl’s charity partner, Jigsaw, the National Centre for Youth Mental Health in Ireland. Jigsaw provides free confidential, professional support to young people aged 12-25, in 13 centres across Ireland.

**#RarebyLidl**

**- Ends -**

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