

17 November 2020

Diggers Rest burger joint flips business to the right side

After prolonged closure of many dining options in Melbourne, locals are hungry to find new quality food and experiences and Diggers Rest's Dark Side Burgers is reaping the rewards and flipping patties like there is no tomorrow.

Operating out of the Bloomdale by AVID Property Group (AVID) community and its Fifteen Bar Cafe, Dark Side Burgers was inspired by chef Paul Ferguson's entrepreneurial drive to hire chefs and front of house staff that have been displaced due to the pandemic.

A Diggers Rest local for the last five years, Mr Ferguson opened his burger joint during the thick of COVID-19 and said it was established to give back to the community he loved being part of.

"I wanted to create a place that hired staff that had lost their jobs and bring some life back to hospitality and the local area. I also wanted to explore a gap in the local market for a higher quality takeaway product which was produced by qualified chefs.

"Dark Side is about creating a team that actually wants to come to work, where the vibes are high, music's pumping and everyone can have a good time – we also name our burgers after some of the regular customers because they're the reason we're here.

Mr Ferguson has received such an overwhelming response from the Bloomdale and Diggers Rest community.

"I think the success that we've had is a combination of people wanting to get behind small businesses and show their support and our honest approach to trading.

"The demand for takeaway has increased due to the current circumstances; people have been missing the dine-in experience and the quality of food that comes with it and it's our responsibility to adapt and give them that experience in some way," Mr Ferguson said.

AVID General Manager of Victoria Peter Vlitaz welcomed Paul and his team to Bloomdale and commended them for showing such strong community spirit and business drive that contributed to the community AVID has created.

"We love working with hospitality partners like Dark Side Burger's because people and businesses are key to the local economy and creating a close-knit community – we wholeheartedly believe in supporting local and the people we share our home with," Mr Vlitaz said.

"Our aim at AVID is to build liveable communities that brings people together, especially with the impact of COVID-19 that's kept us closer to home – what better way than through food and supporting the businesses created by our own locals!

“Having Fifteen Bar Café and Dark Side Burgers is one of things that makes Bloomdale so special. They’ve really adapted to the changing times and that’s so important to us so that we can ensure the safety of everyone here.”

For more information on Bloomdale, visit www.bloomdale.com.au.

For more information on Dark Side Burger, visit www.facebook.com/Darkside3427/

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About Bloomdale

Bloomdale is a 1,658 lot masterplanned community located on Vineyard Road in Diggers Rest, a 35-minute drive from Melbourne’s CBD, 15 minutes from Melbourne’s Airport and a short drive from historic townships.

The high-quality, masterplanned community is positioned in the heart of an established, tight-knit community with existing schools, sporting clubs, community clubs and facilities.

Purchased by AVID Property Group in 2010, Bloomdale now has a fully rezoned masterplan that has obtained planning approval, including a future town centre, which will include a major supermarket, community centre, medical centre, retail and entertainment precinct.

About AVID Property Group

AVID Property Group (AVID) is responsible for an award-winning portfolio of residential and industrial developments in key growth precincts across Australia, having delivered \$2.3 billion worth of projects over the past 12 years.

AVID acquired residential property developer Villa World in October 2019. The combined business portfolio includes 37 projects, more than 12,000 residential blocks and a gross revenue pipeline of \$4.7 billion. This includes a diverse mix of development types, including masterplanned communities, housing, medium density living, apartments and more than 350 hectares of industrial land.

Led by highly experienced senior management and development teams with a broad range of expertise, AVID is ideally positioned to add significant value at each stage of the project lifecycle.

For more information, visit www.avid.com.au.

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