

**DRIVER**

Adam Hudson talks success online and good first impressions.

**PLATE**

Carool cuisine that stands out from the crowd

**SPACE**

Greenfolk Botany Shop's urban jungle atelier



**MB**

THE MERCEDES-BENZ  
GOLD COAST MAGAZINE

**GC**

WINTER 2021

[WWW.MBGOLDCOAST.COM.AU](http://WWW.MBGOLDCOAST.COM.AU)



The all new Mercedes-AMG GLE 63 S 4MATIC+ Coupé.

# EVERYDAY ADVENTURE

THE AMG SUV RANGE.



Powerful. Sophisticated. Athletic. With a 4.0-litre V8 biturbo engine and all-wheel drive capabilities, the all new Mercedes-AMG GLE 63 S 4MATIC+ Coupé is designed to turn your daily drive into a breathtaking adventure.

Discover it today.



E.



AMG





# TEAM

## EDITED AND PRODUCED BY

Zakazukha

7/99 West Burleigh Road  
Burleigh Heads QLD 4220  
(07) 5607 0899

129 Prince Street  
Grafton NSW 2460  
0423 403 449  
www.zakazukha.com

## WRITERS

Melinda Burton, Grace Mackay, Sam Stolz,  
Rachael Reid, James Aspin, Daniel Ridgeway

## PHOTOGRAPHY

Paul Broben, Greenfolk Botany Shop, Potager,  
Southport Yacht Club, Carolyn Ryan, Sofar  
Sounds, Seriyaya Gordon, Ridgeway Group,  
Bescher

## DESIGN AND LAYOUT

Carolyn Ryan

## SUBJECTS

Adam Hudson, Emily Cloke, Pete Burr, Southport  
Yacht Club, Rachael Reid, Sofar Sounds, Daniel  
Ridgeway, Renee Alyce

## DEALERSHIP

Mercedes-Benz Gold Coast  
11 Scottsdale Drive  
Robina QLD 4226  
(07) 5558 6555  
www.mbgoldcoast.com.au  
*Dealer Principal* Robin Mainali  
*Marketing Manager* Jodie Mariner

## ADVERTISING

For all advertising enquiries contact:  
Zakazukha  
(07) 5607 0899  
info@zakazukha.com

MBGC is published quarterly.



In everything that Mercedes-Benz Gold Coast does, we strive to honour the legacy of innovation and precision set by Karl Benz, the founder of Mercedes-Benz antecedent Benz & Cie, who, in 1886, patented the Motorwagen, the world's first automobile.



# WELCOME

## Winter 2021



**W**elcome to the Winter issue of MBGC. A lot has changed since our last edition was released in Autumn 2020, but our commitment to our guests and serving the Gold Coast certainly hasn't.

In fact, Mercedes-Benz is still the most popular luxury car on the coast, a position we've held year-on-year for some time now and will continue to work hard to retain.

One change you may notice is the delivery of MBGC magazine. We've decided to produce this magazine in digital format, continuing to bring you stories that reflect the lifestyle of a Mercedes-Benz driver and to keep you up-to-date with all the news within our community and dealership.

In this season's magazine we hit the road with Mercedes-Benz enthusiast, entrepreneur and educator, Adam Hudson, in his 1968 SL Pagoda. With a mind tenaciously tailored for business, Adam harnessed the power of global juggernaut Amazon to launch an initiative that paved the way of success for himself and others, and he shares his story with us.

For our focus on the food industry, we visit the hinterland gem Potager, a quaint Carool restaurant that serves up Australian Good Food Guide Chef's Hat cuisine, and speak with owner Pete Burr who has a fierce commitment to all things local, where he utilises everything he can for Potager from within the immediate area.

From an arts perspective we uncover Sofar Sounds, a global musical phenomenon that set out to reimagine the live event experience through curated, intimate performances across 325 cities around the world.

Our regular fashion and beauty feature, Label, takes a deep dive with Bescher, a natural skincare brand that is taking the world by storm and started with a far-flung adventure on a remote island off the coast of Fiji.

In Space, we go green and catch up with Greenfolk Botany Shop owner Emily Cloke, who has grown a passion for plants into a well-known greenery store. Her store in Burleigh Heads is filled with a diverse range of plants – both rare and collectible species – lush tropical foliage for interior styling, cacti and succulents, each varietal selected to suit both the novice and experienced plant enthusiast.

In Pole Position, Rachael Reid of Her Supercar Life reviews the all new Mercedes-Benz GLB, a compact SUV with seven seats as a standard. The brand new model delivers outstanding freedom, space and comfort – no matter what life throws at you.

As we all love a birthday, we take the time to wish our friends at the Southport Yacht Club a happy 75th anniversary. The Club is a valued partner of Mercedes-Benz Gold Coast and celebrates an amazing milestone as an iconic venue and piece of Gold Coast history.

Our regular round up includes a delicious pan seared scallop recipe from Daniel Ridgeway from The Little Truffle, a look back at old-school Mercedes-Benz advertising, and a link to our certified pre-owned vehicles.

If there's anything you'd like to see in future editions, please feel free to contact our editorial team, and of course if there's a Mercedes-Benz that catches your eye on our website then make sure to get in touch.

**Robin Mainali**

*Dealer Principal*

*Mercedes-Benz Gold Coast*



# PACIFIC FAIR

**OVER 400  
STORES**

**OPEN 7 DAYS  
TIL LATE**



PACIFIC FAIR

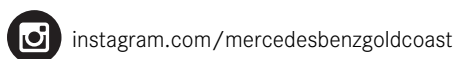


# CONTENTS



<b>DRIVER</b>	<b>8</b>
Traversing the world of online sales with Adam Hudson	
<b>SPACE</b>	<b>13</b>
All things being green at Greenfolk Botany Shop	
<b>PLATE</b>	<b>16</b>
Discover hinterland gem Potager - a Kitchen Garden	
<b>FRIENDS</b>	<b>20</b>
Southport Yacht Club celebrates 75 years	
<b>CATALOGUE</b>	<b>22</b>
Your next Mercedes-Benz	
<b>POLE POSITION</b>	<b>24</b>
Rachael Reid test drives the GLB	
<b>CONCEPT</b>	<b>27</b>
Sofar Sounds - a global music movement	
<b>CATCHMENT</b>	<b>30</b>
Way out west	
<b>EAT</b>	<b>33</b>
Daniel Ridgeway's pan-seared scallops	
<b>LABEL</b>	<b>34</b>
Discovering an exotic skin elixir	
<b>PROPAGANDA</b>	<b>38</b>
Mercedes-Benz of yesteryear	

## FOLLOW US







# A GLOWING SUCCESS

WORDS Melinda Burton PHOTOS Paul Broben



## Traversing the world of online sales and marketing with serial entrepreneur and educator, Adam Hudson.

It didn't take long for Adam Hudson to determine he was destined for more than working nine to five.

From reading Tony Robbins books in his youth to sharing the stage with him, Adam has experienced the highs and lows of business on the international stage.

With a mind tenaciously tailored for business, Adam harnessed the power of global juggernaut Amazon to launch an initiative that paved the way of success for himself and others.

He is no stranger to the entrepreneurial life and has earned the title many times over.

He's also the man many recognise as someone who knows whether a simple idea can be turned into a steady, and sometimes staggering salary.

Along the serene Tallebudgera Creek Road, the 1968 SL Pagoda has cast the dappled light and winding road into a scene from an old-fashioned movie.

The vintage Mercedes-Benz is spectacular.

Four years ago, Adam purchased it from a 93-year-old fellow car enthusiast named Esther, who bought it new from the factory.

Adam says as one of only two owners of the stunning SL, a rarity for a car that age, the two now share a friendship.

"I've owned quite a few Mercedes-Benz vehicles in my time, from brand new model S-class vehicles all the way back to '68 and '78 models," Adam says.

"I love the classic lines in the design and the reliability."

Adam bought his first Mercedes-Benz at 25 and has been driving them ever since.

As the brains behind numerous multi-million-dollar companies and a pioneer in the facilitation of online sales success, Adam knows a good thing when he sees it.

Through his latest venture, Reliable Education, he has ignited the entrepreneurial spirit in mums, dads and side-hustlers, providing the building blocks and the 'know how' to succeed in selling on Amazon.

With 13,000 students across 45 countries who have generated over \$1.5 billion in collective sales, it's safe to say his method is sound.

"We teach people how to start their own brands on Amazon, selling products to global markets from anywhere in the world," Adam says.

Living in LA in 2011, Adam saw first-hand the exponential growth of Amazon from the office of his animation studio on the famed Sunset Boulevard.

"I saw how much Amazon was doing in the US and I was looking to set up a business so that when I left LA – which I knew I wanted to do at some point – I still had a business and an income for when I was ready to part with my animation company," Adam says.

"After the sale of that company, I started with one product on Amazon and it took off and soon I was selling an entire product range all over the world."

When Adam returned home to the Gold Coast, he was met with questions, predominately one; how did he do it?

So naturally, he wrote a book. Released in 2017, 'Primed' propelled Adam onto the international stage and soon he found himself fielding questions from Larry King and William Shatner.





After the success of his novel, Adam formulated a course to help others navigate the intricacies of Amazon, which soon became one of the most successful of its kind.

"My first customers were my friends and family and after that I started advertising to see if people were interested," Adam says.

It turns out they were.

Reliable Education is not just another 'make money online' program. It is a flagship course in selling on Amazon and has a global community of students to back it up.

The key to Adam's marketing strategy; honesty is the best policy.

"I set people up with real expectations and the fact is that I sold on Amazon for five years before I started teaching other people, so I am a genuinely well-versed seller," Adam says.

"I've been a businessperson my whole life, so I teach from a business context and the big difference is I tell people it's going to be hard.

"People often quit or fail at something if they are told it's going to be easy and it's not, they bail at the first sign of hardship.

"But if they expect it to be hard, when a challenge presents itself, they've anticipated it and they keep going.

"Selling on Amazon is hard work; you have to make a real investment in inventory, and this has been my approach from day one and it's what makes us different."

Adam's difference in approach has meant success for the company and success for his students – and there are many of them.

Reliable Education has shaped many internet novices into savvy operators, who have since set up international supply chains and established multi-million-dollar businesses.

"One of my students, a mum from the Sunshine Coast, now has a seven figure a year business," Adam says.

"Another one of my student's products was featured on the New York Times Holiday Gift Guide and she turned her business from side hustle to full-time gig."



Adam says the answer to Amazon success is finding a product that is in demand.

"The thing about Amazon is, you don't go there to break a new product, you go there because that's where all the customers are," Adam says.

"All you have to do is find a product people are already buying and improve it.

"Differentiate visually so people can see how your product is unique."

"Amazon is like Tinder for products – you've got to make that good first impression.

 @ReliableEducationAcademy  
 @adamhudsonofficial  
 reliable.education

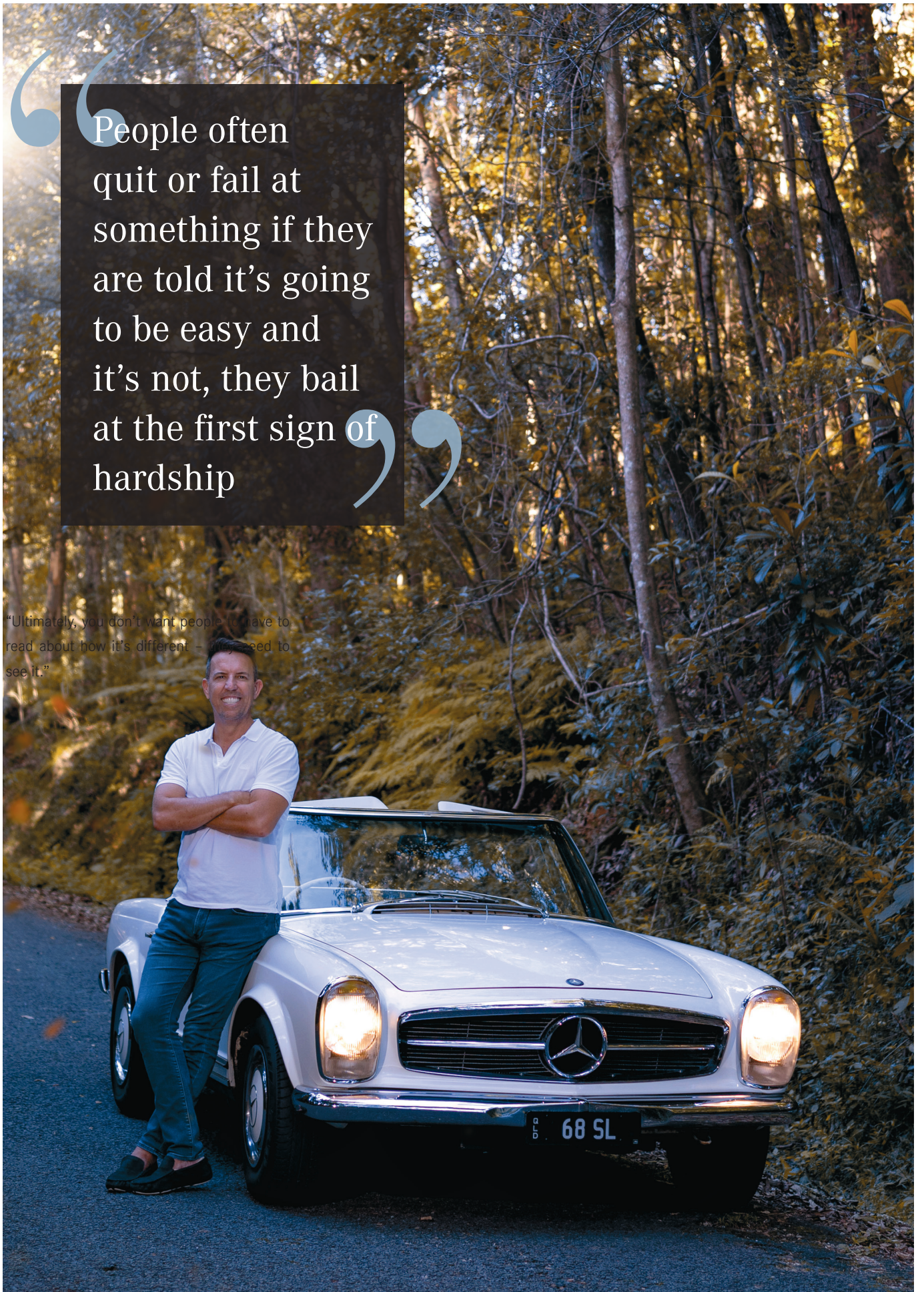






“People often quit or fail at something if they are told it’s going to be easy and it’s not, they bail at the first sign of hardship”

“Ultimately, you don’t want people to have to read about how it’s different – you need to see it.”





# ALL THINGS BEING GREEN

WORDS Grace Mackay PHOTOS Greenfolk Botany Shop

From homemade endeavours to a fully-fledged botany shop, Greenfolk has grown into an urban jungle atelier.





**G**reenfolk Botany Shop owner Emily Cloke has grown a passion for plants into a well-known greenery store over a lifelong journey.

She recalls her first memories in the garden with her grandfather, turning over sun dappled soil and tending quietly to an array of plants.

“My grandfather nurtured the green thumb in me from my earliest beginnings,” Emily says .

“After high school, a welcome twist of fate opened up the opportunity for me to work at a local nursery in Victoria where I realised it was possible to make a living working with plants.

“After gaining employment as retail nursery hand, I proceeded to complete my horticultural certificate and diploma, eventually moving up to manage the nursery before moving to Queensland to pursue the coastal dream.”

After settling with husband Charles on the Gold Coast, Emily undertook a decade’s worth of horticultural pursuits at another family-owned nursery, gaining further study and increasing her knowledge before moving into landscape design and writing for well-known landscape and horticultural publications.





During this time Emily and Charles started a family and went on to have three sons, Finnegan (11), Wilbur (8) and Banjo (5).

The first seeds of Greenfolk were sown in Emily's backyard, where she handcrafted kokedama (balls of soil, covered with moss, on which ornamental plants are grown), and bespoke cement vessels for wholesale and retail market venues.

This was closely followed by a pop-up plant shop, Mister Plant, with one of Emily's dearest friends.

After the birth of her youngest son, Banjo, Emily couldn't stop thinking about launching a bricks and mortar version of the Greenfolk brand.

"I spent many months visualising the perfect space and found myself waking up at night thinking about how, where and what I wanted Greenfolk to be," Emily says.

When the right space came along in 2018, it ticked all of the boxes for Emily and was located right in the heart of booming Burleigh Heads.

"Burleigh Heads was always a natural fit," Emily says.

"It's my favourite part of the Gold Coast and the suburb we call home.

"Close to friends and family, the ocean, nature and the developing laneway culture in Burleigh, we felt our unique offering could contribute in a positive way to the local community."

Emily spent a few years in the original Greenfolk store, sharing all things beautiful and botanical.

Eventually, the store outgrew its laneway premises and like an overgrown vine, sought out a bigger space to truly flourish.

"We were able to take the Greenfolk dream to the next level and move into a larger spot, right next door to the beautiful Tarte Bakery, which is where Greenfolk Botany Shop lives today," Emily says.

"Today, Greenfolk Botany Shop is a story of plants, told through a curated space of botanical art and design – an urban jungle atelier.

"Our plant experts share cultivation advice as a complimentary resource with all our plants and it is our mission to provide the knowledge and tools to help any black thumb turn their digits green.

"We offer a modern spin on the traditional plant store, including a carefully curated range

of organic plant care products, stunning pots, hand crafted and Australian ceramics and unique homewares."

Emily and the team at Greenfolk are always seeking to ride the wave of change, forever searching for new and unique plant varieties and cultivating their unique selection of botanical wares to share with the local plant-loving community.

Emily believes that it is an exciting time in the botanical world.

"On a global scale we are seeing a big trend towards plants, with many newcomers to the world of indoor plant styling," Emily says.

"Particularly in the past twelve months, contact with nature inside our homes provided many with the welcome solace of being surrounded by living things.

"We are also seeing plant culture feature across social media channels more than ever before."

Greenfolk Botany Shop provides customers with over 20 years of horticultural, retail and landscape design experience, and a true passion for the unique beauty of plants and their potential to transform a space.

“On a global scale we are seeing a big trend towards plants, with many newcomers to the world of indoor plant styling”



Greenfolk Botany Shop

5/2 West Street, Burleigh Heads QLD

0409 256 682



@greenfolkbotanystore



@greenfolk\_

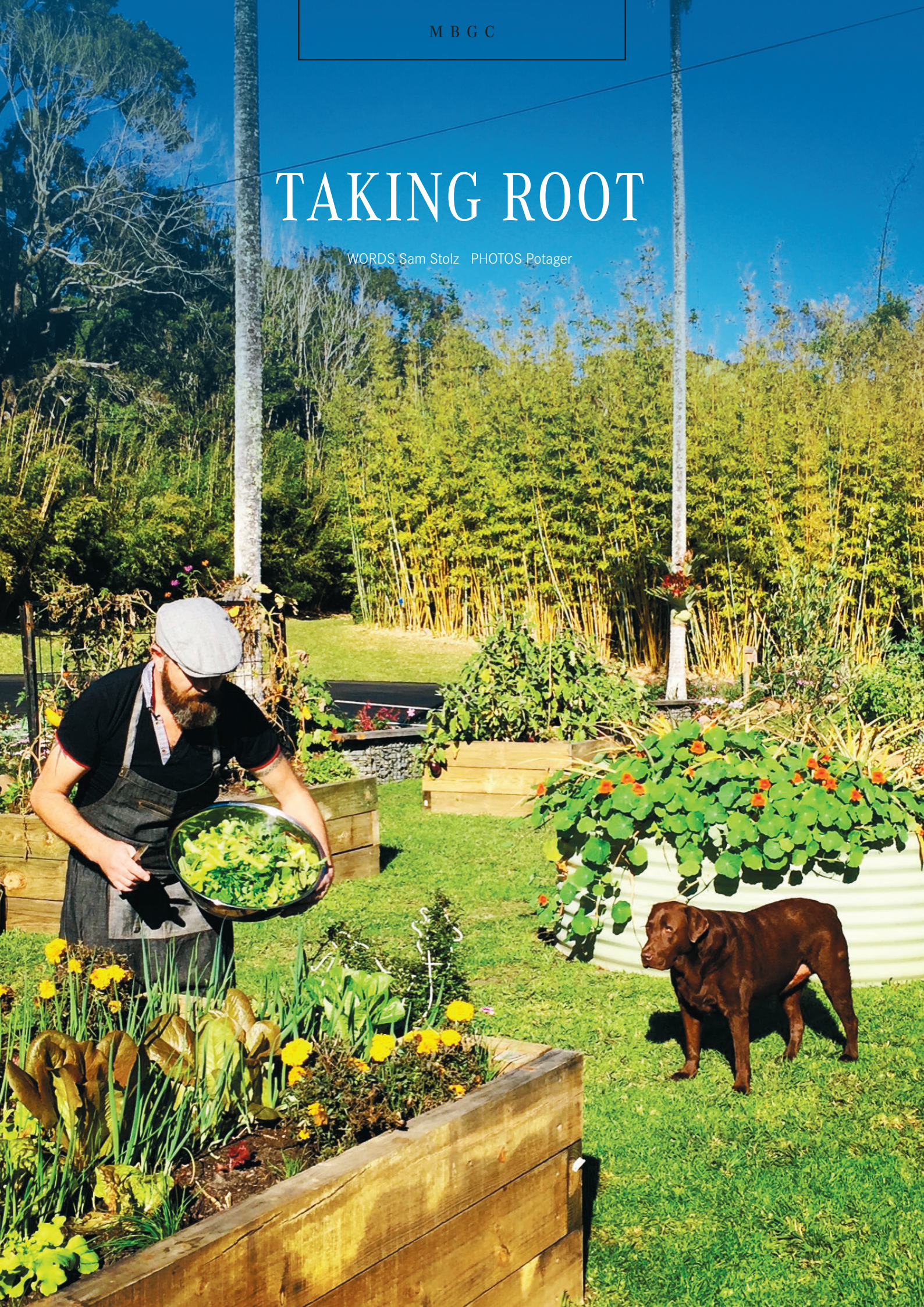
www.greenfolk.com.au



M B G C

# TAKING ROOT

WORDS Sam Stolz PHOTOS Potager







## One quaint Carool restaurant is holding steadfast in the hospitality game and has always stood out from the crowd.

Pete Burr knows a good thing when he sees it. Rather than expanding his offering across multiple venues like his peers, he sticks to what he knows best.

And more importantly, it allows him to pour a great deal of passion into one enterprise.

It's this enduring passion that shines through with Potager – A Kitchen Garden, a stunning restaurant offering nestled in the serene village of Carool, in the hills behind Tweed.

Opening its doors in 2016, Potager oozes rustic charm and has struck a chord with diners and critics alike.

Pete says restaurateurs can often fall into the pitfall of going too big too soon, while he prefers to keep things at grassroots level.

“Potager has always been close to my heart and ultimately, I believe customers can feel

when you put all your energy into the one thing,” Pete says.

“I think that’s the secret ingredient to success, doing what you know and doing it well.”

Despite the fact that Potager feels worlds away from the hustle and bustle of the Gold Coast with all its rustic farmhouse charm, it’s only a quick 20-minute scenic drive through the hills from Coolangatta Airport.

Earning a coveted Australian Good Food Guide Chef’s Hat in January of this year, the paddock-to-plate restaurant weathered the COVID storm in more ways than one.

In late 2019, Pete tragically lost his partner and Potager co-owner and head chef, Gareth.

Potager was a dream turned reality for the couple, who after travelling the world together and drawing global culinary inspiration, rolled

the dice and bought a block of land they hoped to convert into a bed and breakfast.

After experiencing the highs and lows of frantic Sydney life, Pete and Gareth realised Carool was the tree change they sorely needed.

With all the trials and tribulations of 2020 thrown Pete’s way, there was a bright spot – recruiting his new head chef Mikey Lee, who authentically builds upon Gareth’s lasting legacy.

Pete says during COVID-19, Potager’s flock of regular foodies helped keep the business afloat.

“While it was a trying time both personally and for the hospitality industry in general, with even some of the best restaurants shutting up shop, our diners who have been with us for years never stopped supporting us,” he says.



“ I truly believe our loyal customers stand behind what we do and more importantly, understand that we are an integral part of the community ”







“Better yet, we’ve bounced back stronger than ever post lockdown, with bookings filling up very quickly for our weekend trade.

“I truly believe our loyal customers stand behind what we do and more importantly, understand that we are an integral part of the community.

“This extends to our fierce commitment to all things local, where we utilise everything we can for Potager from within the immediate area.

“This includes the high-quality food we source outside of our kitchen garden, tableware, fit-out features and restaurant furnishings.

“Northern NSW is a tight-knit creative community where many small businesses rely on each other to succeed, and supporting

them and having them support us in return is a huge blessing.”

Potager goes against the grain by only hosting a few select sittings per week, and Pete says this allows the team to have an ideal work-life balance.

“No one wants to see burnt out staff who don’t have the zeal and passion for where they work and what they do,” Pete says.

“It’s important for us to be at our absolute best when we open for our clientele and that way, we feel good and really believe in the service we offer.”


Potager – A Kitchen Garden is located at 502 Carool Road, Carool and is open for lunch and dinner sittings on Friday and Saturday and an extended lunch sitting on Sunday.

Potager  
502 Carool Road, Carool, NSW, New South Wales

5590 7403     @PotagerAKitchenGarden     @Potager\_at\_carool

[www.potager.com.au](http://www.potager.com.au)





# ICONIC YACHT CLUB SETS SAIL ON 75 YEARS

WORDS Grace Mackay PHOTOS Southport Yacht Club

This year, the Southport Yacht Club celebrates its 75th anniversary – an amazing milestone for the iconic Club and piece of Gold Coast history.





“Currently we are developing the biggest megayacht berth in Australia, a joint funding venture between the Club, State Government and local council”

**E**stablished in 1946, the Yacht Club is nestled right on the edge of the Broadwater and since its establishment last century, now boasts under its parentage four separate venues.

The hero venue is at Main Beach, which is home to the Waterfront Restaurant and 300-berth marina.

There is also the sailing squadron at Runaway Bay, a two-acre campsite at South Stradbroke Island and the Watersport Centre at Oxenford.

In the last three years, Southport Yacht Club has undergone extensive renovations, says General Manager Brett James.

“We built the first waterscape pontoon bar three years ago, and it has been continually booked out since,” says Brett.

“Since then we have revamped the Quarterdeck, waterfront 4Shore Bar and the indoor and outdoor dining area over-looking the Broadwater.

“Currently we are developing the biggest megayacht berth in Australia, a joint funding

venture between the Club, State Government and local council.”

The Southport Yacht Club has gone from strength to strength and continues to be an incredibly popular dining and entertainment destination for Gold Coasters and tourists alike.

The advent of the megayacht berth facility will continue to propel the Club and the Gold Coast further into the spotlight as a marine and boating mecca.

Brett says the Club continues on its quest to grow and become the premier sailing destination in South East Queensland.

“Over the next five years, we have numerous plans to extend the club to ensure its legacy for future generations,” says Brett.

“We are in the process of finalising land to the north of the Club to build a 200-boat stacking storage centre and boatyard.

“There are also plans to further renovate the clubhouse at Main Beach to go up to two storeys high.



When asking about the partnership between Southport Yacht Club and Mercedes-Benz Gold Coast, Brett says it came about quite organically.

“Several years ago, we noticed more and more Mercedes-Benz vehicles in our carpark,” laughs Brett.

“By chance, I then met a Mercedes-Benz Gold Coast sales manager at a function, and a month later, we began a partnership to support each other and haven’t looked back since.

“It has been easy working with Mercedes-Benz Gold Coast – together we think outside the box to support each other and our clients and members.”

The Southport Yacht Club is the Gold Coast’s premier award-winning sports Club and offers a wide range of restaurants, bars, function spaces, sailing programs, events and training at their four locations.

 @southportyachtclub  
 @southport\_yacht\_club  
[www.southportyachtclub.com.au](http://www.southportyachtclub.com.au)



# CATALOGUE

Mercedes-Benz Certified Programme



All Mercedes-Benz Certified vehicles come with:

- Factory Backed Warranty
- Full safety and mechanical check
- Service history by qualified technicians
- Genuine Mercedes-Benz Parts
- 24hr Roadside Assistance



\$100,000 - AND OVER



2018 Mercedes-Benz GLE 63 AMG S Coupé

\$159,900 Drive away

Discover



2019 Mercedes-Benz C 63 AMG S

\$158,900 Drive away

Discover



2015 Mercedes-Benz SL 400 Roadster

\$114,900 Drive away

Discover

\$50,000 - \$100,000



2019 Mercedes-Benz GLC 300 Wagon

\$85,900 Drive away

Discover



2017 Mercedes-Benz GLA 45 AMG Wagon

\$67,900 Drive away

Discover



2016 Mercedes-Benz C 300 Coupé

\$62,900 Drive away

Discover

\$25,000 - \$50,000



2008 Mercedes-Benz GL 500 Wagon

\$39,900 Drive away

Discover



2017 Mercedes-Benz B 180 Hatch

\$34,900 Drive away

Discover



2011 Mercedes-Benz C 200 BLUEEFFICIENCY Sedan

\$22,900 Drive away

Discover



# POLE POSITION

WORDS Rachael Reid PHOTOS Carolyn Ryan







## Her Supercar Life, Rachael Reid, takes the brand-new Mercedes-Benz GLB compact SUV for a spin.

Sometimes the best things in life come in smaller packages. And it's true, the size of something doesn't always indicate its value.

Rather than go bigger and more bolder to align with current trends surrounding the SUV market (oversized tyres and grunt are making waves in 2021), Mercedes-Benz opts for all class and style in the brand-new compact GLB 200 SUV.

The GLB 200 is a 1.3L economical SUV that works smarter not harder to make its mark on the road.

Despite its compact look and sporty profile, it's surprisingly spacious on the inside, making it a perfect option for an urban daily driver.

After all, nothing makes driving in a busy setting easier than with a vehicle equipped to glide effortlessly between traffic.

Better yet, the GLB 200 offers a reliable, practical and family-friendly transporter and there is no doubt the kids will be riding in style.

The vehicle provides a stable yet solid driver feel with a more sporting level of performance when using the MBUX drive programs, which gives this little SUV a diversity of character.

It is silky smooth to drive and very comfortable, with transmission that easily adapts to your driving style and becomes sharper over time.

The GLB is a seven-seater with a 2 + 3 + 2 seating arrangement with the rear seats featuring their own cupholders and USB ports making it perfect for longer trips with the rugrats in tow.

But it's also a unique driving experience you can enjoy for yourself on long cruises down the coast, while still having the practical layout for family excursions.

The new MBUX system gives you information overload, as Mercedes-Benz are never one

to limit you on an array of exciting features. However, once personalised it is easy to get your head around and delivers everything you could possibly want from a car's user experience system.

As with any Mercedes-Benz offering, no corners have been cut in relation to impeccable interior design and quality.

As we turn the page on trends around having a bigger beast on the road, I think it's time to pay a little respect where its due to the little guy.

Ultimately, functionality, state-of-the-art safety and practicality is where it's at, and you really can't look past Mercedes-Benz' seven seater GLB 200 compact SUV for a new vehicle that ticks a lot of boxes.

*Rachael Reid is an exotic car enthusiast, ex-race car driver and mum of three. Her Instagram page, @hersupercarlife, is all about empowering female luxury car ownership.*







# GLOBAL MUSIC MOVEMENT PROVIDING KILLER LOCAL VIBES

WORDS James Aspin & Grace Mackay  
PHOTOS Sofar Sounds Gold Coast & Seraiya Gordon

Unknown band – check. Secret location – check.  
VIP guest list – check

If you're thinking the above checklist sounds mysterious, you'd be right, but it wouldn't be a Sofar Sounds gig without a hint of intrigue.

Sofar Sounds is a global musical phenomenon that set out to reimagine the live event experience through curated, intimate performances across 325 cities around the world.

What began as a hobby in a London flat in 2009 has today blossomed into a worldwide community of artists and audiences who come together in unique and welcoming gig environments.

Sofar transforms everyday spaces – like a living room or retail area – into a captivating venue for secret, live shows that create an immersive experience for both audience members and performers alike.

Each event is small and features three diverse local acts.

Sofar Gold Coast event co-producer Beth Gavin says that Sofar gives audiences the

opportunity to experience a 'stripped back' version of the artists' music.

"We curate audiences and talent with the intention of putting the artists in front of people who might not have otherwise been exposed to their music," says Beth.

"We often have attendees who are surprised by the talented local musicians they never knew existed, or who see their favourite artists but hear them in a completely different way.

"Artists are encouraged to share stories in between songs and dig a little deeper for their audience."

Here at MBGC we recently had the chance to experience the magic that is Sofar Sounds when the organisation hosted a gig at local marketing and communications agency, Zakazukha.

The team at Sofar Gold Coast transformed Zakazukha's industrial-style office space into an intimate and relaxed venue to hear some

great music by three acts hailing from the Gold Coast, Brisbane and Byron Bay.

Playing an eclectic mix of folk to reggae, the selection of artists for the event were curated in acknowledgement of International Women's Day in March, with a talented female-led cast.

First up was Beckah Amani (@becamani), performing a soulful acoustic guitar set, followed by Yasmin Williams (@yazwilliams) again on guitar with a spirit-filled folk feast before Zaynab Wilson (@zaynabwilsonmusic) on drums and ukulele took us on a soul, folk and reggae journey to round out the night.

All in all, the Sofar experience was a fantastic opportunity to taste some new local music while experiencing a live performance in the way live music is meant to be listened to – no warm beer, sweaty bodies or obscenely loud bass in sight.



“The Sofar concept comes from the simple intention to bring people closer to the music they love, because at Sofar we truly believe in the power of art to inspire community”



Sofar Sounds returns to the magic of the live gig experience and is a real celebration of all things local.

Beth says the music experience is special, intimate and raw.

“The Sofar concept comes from the simple intention to bring people closer to the music they love, because at Sofar we truly believe in the power of art to inspire community,” says Beth.

So, how does it work? The beauty of the Sofar experience is all in the mystery.

If you’d like to attend a Sofar event, jump onto their website ([click here](#)).

The Sofar Gold Coast gigs occur once a month in a secret location, which is only revealed the day before.

Most Sofar shows are a lottery, where you can apply for tickets up to five days before the event, unless tickets sell out.

The team at Sofar will then let you know via email if you’re invited to attend.

According to Beth, outside of the Sofar music experience itself, the goal for artists is expansion.

“Sofar produces a film for each artist which is then published to the global Sofar YouTube channel,” says Beth.

“This connects audiences from around the world and takes the performance from an intimate room to a reach of over 1 million subscribers.

“We love bringing the magic back to live music, and we are even more excited when we can offer a greater platform to the emerging talent on the Gold Coast.”

Sofar Gold Coast is a volunteer-based organisation of passionate music lovers orchestrated by Dani Miller, Leilani Zito, Lauren Woods, Beth Gavin and Philippa Arrowsmith.





“ We love bringing the magic back to live music, and we are even more excited when we can offer a greater platform to the emerging talent on the Gold Coast ”



# HEADING WEST

WORDS Sam Stolz PHOTOS Various

As coastal fringe dwellers, we often overlook the beauty of our own backyard. With regional tourism soaring to new heights, the allure of Canungra calls.

**S**ometimes it's worthwhile to get out of your comfort zone.

Living on the sun-kissed Gold Coast, we often take advantage of the short drive to picturesque white beaches, vibrant retail and dining hotspots and the thriving nightlife.

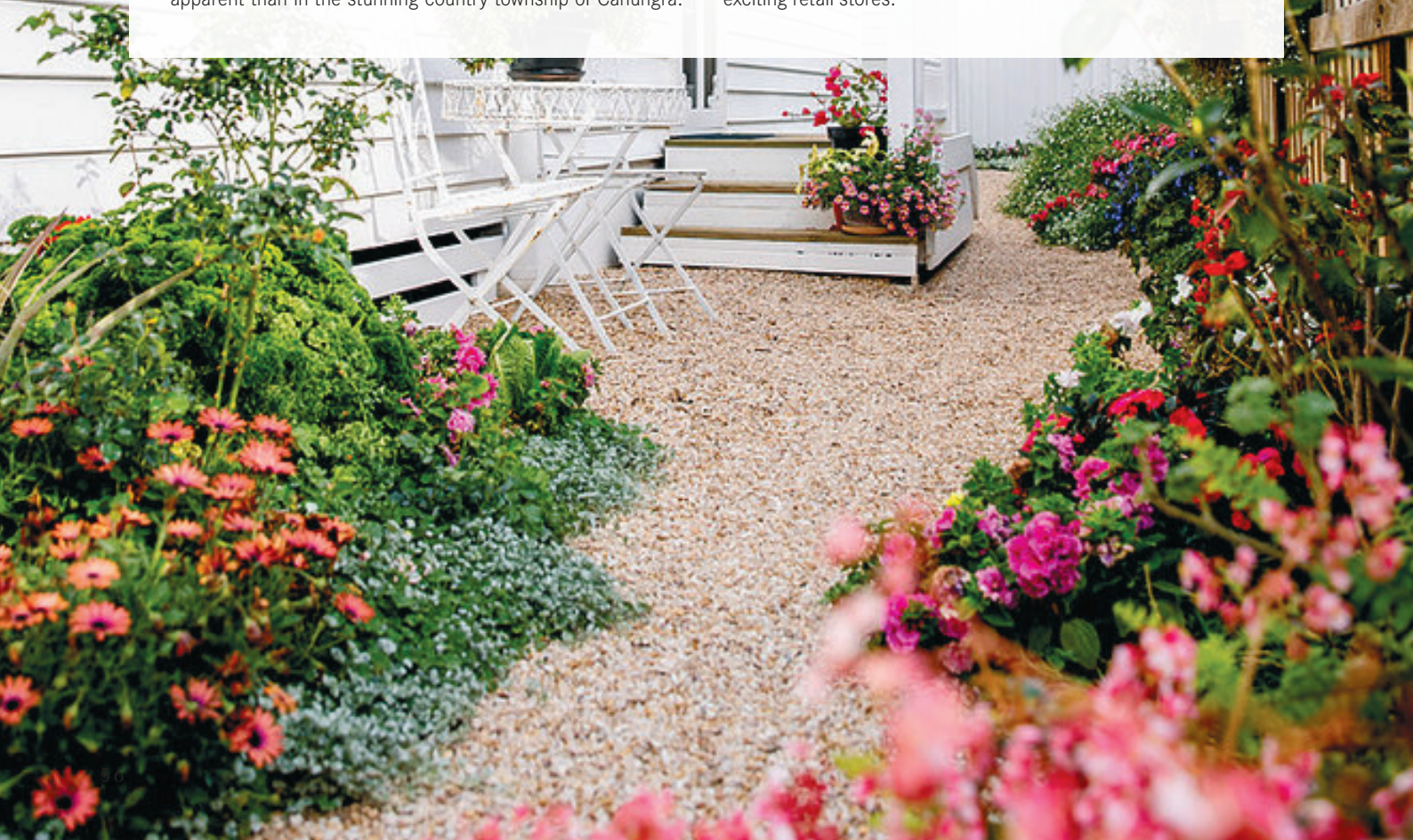
But there's more to be seen close to home than its famous coastline, and all it takes is a little venture beyond the black stump to see it.

You don't have to travel far to take in a different way of life (45 minutes from our Robina dealership) and none more so apparent than in the stunning country township of Canungra.

Brimming with heritage-listed architecture and plenty to see and do, Canungra oozes vintage vibes and serves as a perfect weekend getaway spot to let your hair down.

Cowboy boots are perfectly acceptable in Canungra, which hosts its annual rodeo in July of each year, drawing in thousands of boot scooting tourists who are captivated by its country charm.

But in this part of the picturesque Scenic Rim there's more to do than just kickabout in the dust. In recent years the quaint country town has played host to a swathe of swanky dining options, luxury accommodation offerings and a selection of exciting retail stores.







## WHERE TO STAY

### Country Mile Escape

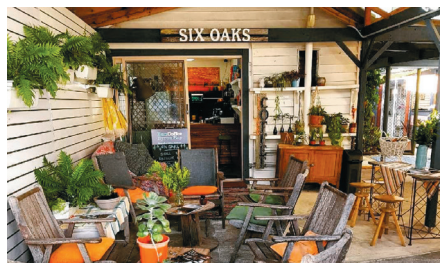
Nestled in the gorgeous hillside just 12 minutes from town, Country Mile Escape offers a limited number of private residences with magical views and a superb backdrop for a relaxing rural escape. Enjoy long walks around the 70-acre property and catch the breath-taking scenery. Ideal for a romantic stay for two. [www.countrymileescape.com.au](http://www.countrymileescape.com.au)

### Canungra Cottages

Located on the literal doorstep of town, take a step back in time to stay at Canungra Cottages. Boasting large living areas with beautiful original floorboards, French doors, chandeliers and a cosy fireplace, Canungra Cottages feel like an opulent remnant of a bygone era. An authentic bed and breakfast experience in the heart of Canungra. [www.canungracottages.com.au](http://www.canungracottages.com.au)

### The Cottage on Lamington

Another charming country cottage experience awaits at The Cottage on Lamington, where a romantic setting means a blanket and a bottle of bubbly by the outdoor firepit under the stars. A gorgeous getaway to enjoy privacy in your very own holiday home. [www.booking.com/hotel/au/the-cottage-on-lamington.en-gb.html](http://www.booking.com/hotel/au/the-cottage-on-lamington.en-gb.html)



## WINE AND DINE

### Sarabah Estate

Enjoy a five-star farm to table lunch at the renowned vineyard's chalet bistro or if you're feeling adventurous, saddle up with a gourmet picnic hamper for two and plonk yourself down in the paddock for a bite among the farm animals and serene landscape surroundings. Being a vineyard, there is also a range of fantastic cellar door tours and tastings to wet your whistle. [www.sarabahestate.com.au](http://www.sarabahestate.com.au)

### Six Oaks Espresso

Six Oaks Espresso brings a hardy dose of hipster brew to Canungra's country township. Serving up a delicious array of food and coffee on weekends, the welcoming atmosphere and lovely furnishings make this a must-stop coffee spot.

### Canungra Hotel

An oldie but a goodie (built in 1916), Canungra Hotel is heritage heaven and offers a cosy environment to enjoy a rustic woodfired pizza and a few red wines on a cool evening.

## SHOPPING

### My Country Escape

My Country Escape showcases a stunning selection of homewares, beauty and products and artisanal wares and is located right in town. Why not pamper yourself in style while on vacay? [www.mycountryescape.com.au](http://www.mycountryescape.com.au)

### Canungra Books and Art

There's nothing more satisfying than a great country town bookstore. We all ought to slow down and kick back with a good read. After all, Canungra is the ideal spot to switch off your devices and enjoy life in the slow lane. [www.canungrabooksandart.com.au](http://www.canungrabooksandart.com.au)

### The Blue House

Doubling as a café and gift shop, The Blue House is a sweet little venue to sip a coffee or indulge in a slice of cake in the yard while perusing a selection of handmade gifts and wares from talented local craftspeople.





## THINGS TO DO

### Canungra Rodeo

It's all spurs and sensation at the annual Canungra Rodeo and is a must-do if you're in town in July.

The event is South East Queensland's most popular one-day rodeo and there's plenty of action for all ages.

If you've never envisioned going to a rodeo, we highly recommend giving it a whirl. With endless entertainment including live music, food stalls, bull rides, barrel racing, bareback riding and more, it's a chance for you to unleash your inner cowboy/cowgirl.

The 2021 Canungra Rodeo will be held on July 10 and tickets can be purchased at [www.canungrarodeo.org](http://www.canungrarodeo.org)

### Canungra Village Markets

The Scenic Rim's most vibrant regional market is held in Canungra on the second Sunday of every month at Moriarty Park Hall and Sportsground. Featuring spectacular foodie fare, arts, crafts, homewares and clothing, The Canungra Village markets should be on your list!



### Mountview Alpaca Farm

Fancy yourself cuddling up with some cute creatures at the picturesque O'Reillys Valley Vineyard? At Mountview Alpaca Farm, you can feed some four-legged friends and take a scenic stroll around the vineyard grounds.

You can also order a delicious drop (or full bottle) of vineyard produced wine, a picnic hamper for a cosy lunch in a laidback country setting next to Canungra Creek.





**Daniel Ridgeway**  
 Chef/Owner of Ridgeway Group  
 Mercedes-Benz Gold Coast  
 Resident Chef

# PAN-SEARED SCALLOPS, BLACK PUDDING AND NIÇOISE DRESSING

*This dish has been on and off the menu at Little Truffle for over a decade. It's timeless and a great one to show off at a dinner party as an entrée or reduce the size and make it a canapé. Preparation time is minimal and can be done ahead of time to relieve stress when it's time to cook and serve.*

Preparation time: 45 minutes | Serves: 6

## MAIN INGREDIENTS

24 sea scallops, cleaned, roe off  
 50ml vegetable oil  
 50g unsalted butter  
 150g black pudding

## NICOISE DRESSING INGREDIENTS

2 roma tomatoes, blanched, peeled, deseeded and diced into small pieces  
 30g kalamata olives, finely chopped  
 30g green beans, finely sliced  
 30g shallot or brown onion, finely chopped  
 10g/1/4 bunch chives, finely chopped  
 2-4 basil leaves, depending on size, finely chopped  
 100ml extra virgin olive oil  
 30ml sherry vinegar  
 Salt to taste

## METHOD

### Nicoise dressing

1. This should be made ahead of time. Combine all ingredients in a bowl, mix together with a spoon, and season with salt to taste.

Leave in the refrigerator until required for at least 1 hour before plating.

### Black pudding

1. Black pudding originated in the UK – it can be an acquired taste. Most delicatessens will sell it and similar products such as morcilla, which is not as strong in flavour.
2. Peel the skin from the sausage, slice into 1cm diameter rounds. Set aside for cooking with the scallops.

### Scallops

1. Select any scallops that you like – Hervey Bay scallops are my preference. Dry scallops using either a paper towel or tea towel.
2. Heat a fry pan on a medium-to-high heat. Add a small amount of oil. Place the scallops in the pan and caramelize on one side. Add butter and quickly turn them over. With a spoon, nape the butter over the caramelised side making them even more golden. Take them out and set aside on a paper towel/tea towel then add the sausage to the pan.
3. Heat the sausage with the remaining oil/butter and scallop juices

## PLATING TIP

Spoon some dressing onto a plate or bowl. Arrange the scallops and pudding evenly in a circular pattern.

Add some pommes puree (mashed potato) or lighten it up with a leaf salad. Spoon a little more of the dressing and serve immediately.









# EXOTIC ELIXIR

WORDS Sam Stolz PHOTOS Bescher

From the faraway azure isles of outer Fiji, one woman stumbled on the secret to radiant skin and began a journey to build an empire out of it .

All it took was a stroll on the beach and a casual dip in crystal blue waters to change the course of Renee Alyce's life forever.

Bescher is a natural skincare brand that is taking the world by storm and it all started with a far-flung adventure ten years ago on a remote island off the coast of Fiji.

Today, Bescher graces the beauty pages of Vogue and has garnered rave reviews from users who state the miracle product solves a whole swathe of skin issues.

Surprisingly, Bescher's superstar ingredient has simple origins, in the form of the humble sea cucumber.

It turns out this staple of the sea possesses a myriad of human benefits, including a diverse

range of bioactive compounds including antioxidants, and a rare peptide that rapidly stimulates collagen production, resulting in a dramatic boost to cell turnover.

Renee says sea cucumbers contain a unique source of marine collagen that not only promotes anti-ageing effects, but repairs skin and elastin protein fibres, resulting in a refined, smooth and healthy complexion.

"Sea cucumber collagen is incredibly unique in that it contains mutable collagenous tissue (MCT), a unique extracellular matrix with similarities to human connective tissue," she says.

"By applying it to the skin, it creates an optimal environment for new collagen biosynthesis.

"Sea cucumber collagen also contains a range of essential amino acids and moisturising properties that assist in preventing skin irritation and damage, and have proven effective in treating eczema or acne prone skin."

While living on an island in the South Pacific Ocean, Renee realised some of the locals were applying sea cucumber collagen to wounds, scratches and insect bites.

Opting to give it a go, she noticed a general wound was put on the fast track to healing, prompting her to dive headfirst into a deep body of research on the subject.

When Renee discovered there was in fact science to back her claims, the inspiration for Bescher was born.



“Sea cucumber collagen is incredibly unique in that it contains mutable collagenous tissue (MCT), a unique extracellular matrix with similarities to human connective tissue”



After returning to Australia in 2018, she started to formulate what would become in recent years one of skincare's biggest breakthroughs.

Renee faced skin battles of her own, growing up with fair and sensitive skin against the harsh Australian climate, she tackled pigmentation, redness, acne and would often mask her flaws with a liberal dose of foundation.

As any woman knows, finding a skincare product that actually works is challenging.

But the writing is well and truly on the wall with Bescher, which Renee has poured years into developing for the global skincare stage.

Partnering with a leading compounding laboratory, Bescher is produced in Australia and sources the purest sea cucumber collagen.

The Sea Cucumber Collagen range consists of popular products including a Regeneration Serum, Anti-Ageing Cream and Calming Cream.

Ultimately, Bescher has taken a simple ingredient from the seabed and changed the way we think about skincare forever.



@bescheraustralia



@bescher\_

www.bescher.com.au

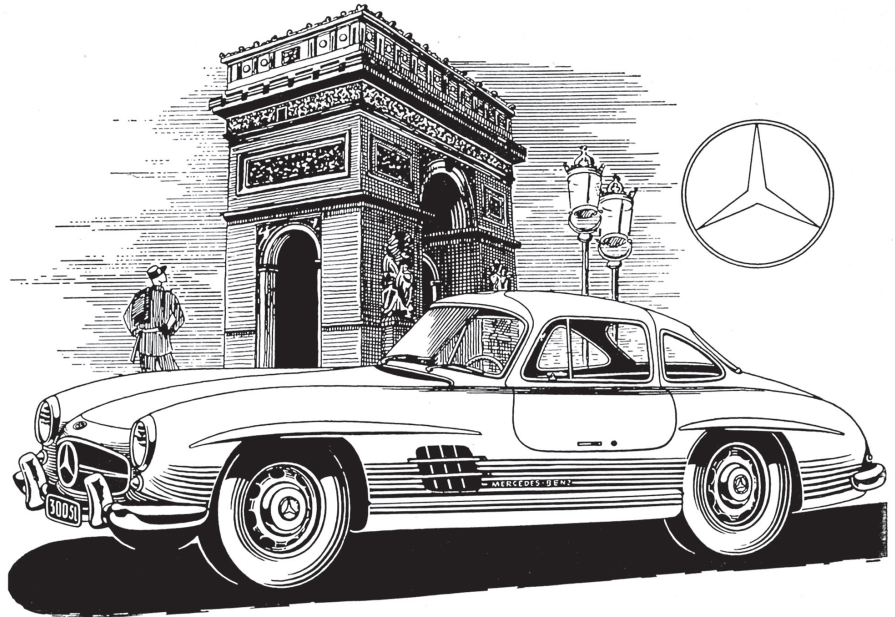






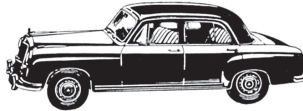
La première fois à l'Europe

Première à **PARIS**



**DAIMLER BENZ AG**

*Stuttgart-Untertürkheim*



A glimpse into Mercedes-Benz marketing of yesteryear, an era of long copy, masterful commercial artistry and press advertising with panache. Curated by the team at *MBGC*.

This French advertisement for the Mercedes-Benz 300 SL (W 198 I, 1954 – 1957) is just one example of Mercedes-Benz's commitment to promoting its flagship sports car through a series of carefully crafted posters by some of the best agencies around the world.

According to Jim Davis's article on Mercedes-Benz SL advertising history, while the posters were generally preferred for showroom use, the 300 SL started to appear more and more frequently in newspapers and magazines as a symbol for the brand with the star.

Other companies in the automotive branch jumped on the bandwagon and used this fascinating vehicle as an advertising medium for their own products.

The 300 SL proved its muscle on international racetracks, often using features already found in cars from the Mercedes-Benz series production line at the time.

Often credited for being the world's first 'supercar' with beautiful flowing lines that are both elegant and aerodynamic, the 300 SL is now a highly sought after collector's item, often selling in the millions.

The name is a reference to the engine displacement (3.0-litres), while the SL stands for Sport Leicht, which is German for Sport Light referring to the light tubular frame construction.

It was first produced as a coupe from 1954 to 1957 with gullwing doors and then from 1957 to 1963 as a roadster.

Only 3,258 cars were produced over the 10 year period from 1954, with around 2,500 known to still exist today.





# Your road to safety.

**Mercedes-Benz Approved Tyres.** The best cars deserve the best tyres. Rest assured the quality you expect from Mercedes-Benz also applies to Mercedes-Benz Original Tyres. Enjoy the convenience of changing your tyres when you visit any one of our selected dealerships nationwide.

For more info visit [www.mercedes-benz.com.au/tyres](http://www.mercedes-benz.com.au/tyres)

**Mercedes-Benz**  
The best or nothing.







# Let your Mercedes-Benz take care of you. With Mercedes me Adapter.

Be more connected to your vehicle than ever. With Mercedes me Adapter, your Mercedes-Benz can notify you of maintenance and repair alerts, service reminders, statistics and more. Better yet, it's easy to plug in and activate in eligible models.

Contact your local Mercedes-Benz Retailer to learn more today.

## Mercedes me Adapter

Only available on selected Mercedes-Benz vehicles. Use of the Adapter requires you to download the associated app on a compatible mobile device. App and services are subject to device, connectivity and technical requirements. Data plan required for internet connection. Please refer to the Mercedes me Adapter app terms and conditions or <https://www.mercedes-benz.com.au/adapter> for more information including vehicle eligibility. Phone notifications pictured and functionalities depicted are for dramatic effect and are not literal representations of the actual Mercedes me Adapter or app. Real life functionality differs.

