

Media Release
Thursday, 27 February 2025

MOVIDA PRESENTED BY AMERICAN EXPRESS AND OTHER WORLD CLASS FOOD AND BEVERAGE OFFERINGS AT MELBOURNE JUNCTION

As a city known globally for its thriving hospitality scene, Melbourne has an almost overwhelming selection of eateries and social hotspots.

At the FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025, the new **Melbourne Junction** precinct will be home to some of the most beloved food and beverage brands. Located right in the heart of the circuit between the lake and the main straight, Melbourne Junction is segmented into three areas with a distinctly Melbourne flavour: Collins St, Lygon St and The Esplanade.

MoVida, a longstanding gem of the city's laneway dining scene, will bring its tapas and Spanish adaptations to racegoers, with a pop-up restaurant presented by American Express.

Situated in the centre of the general admission area of the Melbourne Junction precinct, MoVida Presented by American Express will be a bookable dining experience across all four event days, with reservations open from next week via grandprix.com.au. American Express Card Members will be able to access reserved table allocations per session, which will be bookable from Thursday 6 March, and will also receive a complimentary tapas share plate when they dine.

Award-winning winery **St Hugo** will be introducing the latest addition to their range with eight-time Formula 1® Grand Prix winner and Winemaker (in training) Daniel Ricciardo, with his first-ever pop-up wine bar to be opened in Melbourne Junction. Building on the success of Ricciardo's DR3 Wines in collaboration with St Hugo, this new release has an adventurous character and a distinct style.

After debuting as an immediate fan favourite in 2024, **The Espy** returns to Albert Park, with beers on tap for the first time in the re-creation of St Kilda's iconic Hotel Esplanade, while Melbourne coffee institution **ST. ALi** will be reenergising fans with two sites in Melbourne Junction.

First time Formula 1® appearances in Melbourne Junction include Hochi Mama, Fonda Mexican, Royal Stacks, Bincho Boss and Hella Good.

On the Lygon St side of the precinct, newcomers to the circuit include Brunetti Classico, Pidapipo Gelati, Bianco, I Love Pasta and Johnny, Vince & Sam.

Returning to race week to round out the Melbourne Junction offering are the famed Lune Croissanterie, Pinchy's Lobster Rolls, 400 Gradi, Burger Boy, La Santa Muerte, Papi's Chicken and San Pellegrino.

In addition to **Melbourne Junction**, the new Albert Park Grand Prix Circuit precincts will also include **Lakeside**, with a focus on music and culture, **Pit Stop Park** for families and schools, and **Motorsport Straight**, home to the fan-facing Supercars and Porsche Carrera Cup paddocks. Each precinct will aim to improve the fan experience, with more superscreens, increased number of food and beverage outlets, and more shade.

Limited tickets are available for Thursday and Friday of the FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025 at grandprix.com.au

Quotes attributed to MoVida Owner and Chef, Frank Camorra

"MoVida has always been about celebrating the vibrancy, energy and spirit of Melbourne, and there's no better stage than the Formula 1 Australian Grand Prix to showcase that. We're excited to bring a taste of our iconic Spanish restaurant to the heart of the action."

"It's a unique opportunity to connect with locals and international visitors, sharing the flavours and atmosphere that make Melbourne's dining scene so special. We can't wait to be part of the excitement of the Melbourne F1."

Quotes attributed to Australian Grand Prix Corporation CEO, Travis Auld

"Melbourne has one of the best food and social scenes in the world, and we want the Albert Park Grand Prix Circuit to be a true representation of all that the city has to offer."

"The Melbourne Junction precinct will be home to some of our favourite local brands, including MoVida Presented by American Express, bringing an elevated dine-in restaurant experience to racegoers."

FORMULA 1 LOUIS VUITTON AUSTRALIAN GRAND PRIX 2025 | 13 – 16 March

For more information visit [grandprix.com.au](https://www.grandprix.com.au)

Media Contact: Rebecca Thomson +61 497 823 628 or Emily White +61 477 001 490