



parley.

Press Release

Opening up from Friday 24 September in the heart of Applecross, is **Parley Bar**, an intimate suburban wine bar with the resolution to provide guests with an “escape from life’s battles”.

Parley is a welcoming and inclusive local, showcasing a wide range of boutique wineries from across Australia, and plenty from our very own WA backyard. Each wine has been tasted, tested and hand picked for its quality, diversity and all around drinkability.

Behind **Parley**, is *Raymond Trang*, an Applecross local with a background as a professional accountant, leaving his full-time employment during the height of COVID to pursue his dream of opening up a small Bar. *Raymond* however, isn’t a stranger to the hospitality industry, besides being a very avid Chardonnay man, his family were involved in The Raffles back in the 90’s so he has picked up a few things along the way.

“Ask anyone and I’m a passionate talker and socialiser, and for the past few years, I have been happily chewing off everyone’s ear about opening my own small bar. I finally took the risk and left being a full time professional accountant after a decade in a stable, high performing industry, to chase this dream. In a pandemic no less! To finally get to achieve it, in my way, on my terms, is something really special to me.”

Raymond engaged Fremantle based interior design specialists, Design Theory in **Parley's** visual aesthetic - but his personal stamp is all over it.

"Design Theory are the masterminds behind Cooe and Embargo’s design and they know their stuff. They really nailed the brief I gave them and created sanctuaries throughout. Whether you're nestled in one of the indoor lounging spots or bathing in the vibrant greenery outside, there's a perfect space for everyone in **Parley Bar.**"

Although **Parley Bar** utilises the latest technology, including QR code menus, *Raymond* believes there's no substitute for great service from real people. "We're aiming to attract a local crowd of regulars who visit Parley to relax and escape from life’s battles. Having friendly, knowledgeable staff on hand who know your drink order elevates the whole experience.”

Overall, **Parley** is there to make you feel more than welcome, providing a little escape, no matter what has occurred outside of its four walls.

Check it out at:

The Precinct, 893 Canning Highway, Mount Pleasant

www.parleybarperth.com.au

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