

MEDIA RELEASE

24 February 2023

SAE students fueled by Byron Bay campus' new Pulp Fiction inspired burger joint

Family owned [Pulp Burger](#) has a new permanent home feeding students at SAE Creative Media Institute's Byron Bay campus five days a week. Owned by Garry Cowland and Kerri Sharp, the eatery has been serving a range of burgers at farmers markets and food festivals around the Northern Rivers for almost two years, before finding a permanent home last month at SAE Byron Bay on Ewingsdale Road.

The business' name, Kerri explained, was inspired after viewing Quentin Tarantino's Academy-Award winning film. "Pulp Fiction, as everyone knows, has a number of burger references in it, and we felt it was the perfect name for what we wanted to do," Kerri said.

"All our burgers relate to lines from the movie, like the 'royale with cheese', 'what's in the case', 'Zed's dead' - it has certainly been great from a marketing and branding perspective," she added.

Now with a permanent residence at SAE Byron Bay, Kerri said that it feels like home. "It's such a fantastic campus," she said. "The Pulp Fiction theme certainly blends with what film, audio, and music students are doing, and we're looking forward to sharing our passion with what is such a creative community."

Pulp Burger prides itself on using some of the freshest produce available to create some of the best burgers you'll eat anywhere in the Northern Rivers.

"We pride ourselves on using local providers where we can. Our burgers are hand made daily, using meat that we grind ourselves. We're really passionate about using quality ingredients and ensuring consistency," she said.

SAE Byron Bay Campus Manager, Ben Funnell was delighted with the new cafe, and welcomes locals to drop into the campus.

"Garry, Kerri and their team have been a wonderful addition to our campus community, and have a mutual love for the creative industries" Ben said. "We encourage members of the Byron community to try Pulp Burgers' range of delicious food and check out everything SAE has to offer, they won't be disappointed!"

SAE Creative Media Institute provides students with the experience, skills, equipment and connections to succeed in the industry. Find out more at sae.edu.au.

-ENDS-



About Pulp Burger

TBC - awaiting short summary

About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, creative technologies, design, film, games, and music. Every year, we support students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au.

For more information:

Barry de Silva, National Communications Manager

Phone: 0498 004 023

Email: barry.desilva@sae.edu.au

