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**Feted in error**

PART-time muso and professional franchisor **Michael Sherlock** had the red carpet rolled out for him at the Singapore Cup recently.

The former Brumby's boss and now chairman of Franchise Food Company (including Cold Rock, Mr Whippy, Pretzel World, and fresh off the acquisition of specialty nut retailer, Nutshack) was invited to the races by a client he consults to in Singapore.

It seems that Sherlock got caught up in the owner's box scene and was in turn feted – mistaken by many attendees as an owner with significant connections.

French champagne all around apparently and strangely reminiscent of the **Seinfeld** episode where seat filler **Kramer** gets accidentally whisked on to stage at the Tony Awards and receives a Tony for a musica starring **Raquel Welch**.

Back on familiar ground in Brisbane, word is that Sherlock is firing up his band again to celebrate new brand Nutshack in true country 'n' western style.

**TUNED IN:** Franchise Food chairman Michael Sherlock.

