



P R E F I N I T E  
C O M M U N I C A T I O N S

PRESS RELEASE

*\* To be released immediately*

**MARCHING INTO MARCH  
AT SUDESTADA JAKARTA**

Jakarta, 4 March 2020 – This March, although the rainy season has kept many of us at home, Sudestada Jakarta has created new Meat specialty offers to keep amigos excited to return to our home this month!



**ASADO DE DOMINGO, SUNDAY ASADO ALL YOU CAN GRILL**  
**Sunday, 8 March 2020, 11 AM – 3 PM**

Back by popular demand, the all you can feast Sunday Grill at Sudestada Jakarta is back! A throwback to our opening days in March 2019, we are bringing the first Argentinian Asado Brunch in town! On Sunday 8th, our Asado open fire will be lit and our executive chef Victor will be on the outdoor grill, busy grilling as our team

does the rounds of your tables with our house favorites including Empanadas, Chorizo sausages, grilled Matambre, Striploin, Short ribs, Picaña and an array of Argentinian desserts. Price includes two-hours of free flow iced tea and kids age 4-12 enjoy half price.

IDR 550,000++ per pax

Prior reservation is a must

A la Carte Beverage menu is available.

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## The Dry-Aged Menu

Dry aging is a time-honored concept of meat maturing to produce an extraordinary tender and intensive flavor, in which beef reaches the highest possible grade.

The pleasure of eating dry-aged beef is different to eating an ordinary steak. The texture is incomparable making it recognized by foodies as "king of meats" on the menu. We use the Tallow process of aging wherein the beef is dipped in fat until it forms a hard shell. The meat is then aged, sealing in moisture and flavor before being broken down and cooked.

**Rib Eye** 250 /100gr

**Picaña** 200 /100gr

**Striploin** 230 /100gr

**T-bone** 200 /100gr

**Porter House** 220 /100gr

**Tenderloin** 230 /100gr

\*All price are in thousand rupiah and subject to government tax and service charge

**RSVP +6221-392-8944 | +62-813-3126-5567 | sudestadagrill.com**

## THE DRY AGED MENU

Introducing Sudestada Jakarta's new Dry Aged Menu. Dry aging is a time-honored concept of meat maturing to produce an extraordinary tender and intensive flavor, in which beef reaches the highest possible grade.

The pleasure of eating dry-aged beef is different to eating an ordinary steak. The texture is incomparable making it recognized by foodies as “king of meats” on the menu.

At Sudestada, we use the Tallow process of aging wherein the beef is dipped in fat until it forms a hard shell. The meat is then aged for a minimum of 30 days, sealing in moisture and flavor before being broken down and cooked. The types of meat offered are Rib eye, Picanha, Striploin, T-bone, Porter house and Tenderloin.

Guests are welcome to discuss preference and availability with our team for maximum enjoyment.



**NICE TO MEAT YOU**  
*Again*



**MONDAY TO FRIDAY**  
**11 AM - 3 PM**

**BUY 1  
GET 1  
MEAT**



*Available in 500 gr or 1kg*

\*T&C applies | Subject to availability | Prior Reservations is a must  
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## NICE TO MEAT YOU AGAIN

Due to the huge success of our NICE TO MEAT YOU promotion last month, this March we welcome amigos back to NICE TO MEAT YOU AGAIN, an irresistible offer of Buy 1 Get 1 T-bone steak. Known as a premium cut loved by many during special occasions in Argentina, the Bife de Chorizo Con Hueso or T-bone comes from front section of the cow's short loin and contains a strip of the top loin and a chunk of tenderloin. Available in 500gr and 1kg, the large sizes allow us to give great crust to the meat. To be in track of quantity and maintain the steak's quality, prior reservation is a must.

**MONDAY TO FRIDAY**

**11 AM – 3 PM**

**Buy 1 get 1, T-bone steak in 500gr or 1kg**

**Prior reservation is required.**

**T&C applies.**

**Reservation is a must.**

Telephone: +6221-392-8944

Whatsapp: +62-813-3126-5567

Email: [Booking@sudestadagrill.com](mailto:Booking@sudestadagrill.com)

<https://www.sudestadagrill.com/reservation/>

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**ABOUT SUDESTADA JAKARTA**

Located in the charming neighborhood of Menteng, Central Jakarta, Sudestada lights up Jakarta's dining scene with its mouth-watering Latin menu with an Argentinian flair. With the first Asado fire pit in Jakarta, Sudestada Jakarta immerses its diners in the vivacious Argentinian culture and lifestyle through a wholesome dining experience in its wide range of authentic delicacies and lively neoclassical interior and décor.

Sudestada in Spanish it means "powerful wind," particularly similar to the cool strong breeze before a mighty storm. The name is regarded as an auspicious name that brings good luck in Argentinian culture. Helmed by Argentine chef and owner Victor Taborda, Sudestada Jakarta's authentic Latin flavors is reflected in its three concepts, the grill, bar and café. The shared menu offered is especially designed to bring people together over food similar to an "Asado" or a cherished family gathering around the grill.

The two-storey building welcomes guests daily from breakfast until late, guests may feel transported to Buenos Aires, the capital of Argentina, as they are welcomed with the amiable charm of an Argentinian home. At Sudestada Jakarta, guests can expect cozy and rustic ambience within its spacious indoor and outdoor spaces with contemporary picturesque interior complemented with friendly hospitality that reflects the iconic Argentinian culture and lifestyle.

*You may come as a guest, but leave as El Amigo!*