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**For immediate release.**

**Andaz Bali Appoints Prefinite Communications As Strategic F&B Marketing Agency**

**Bali, June 9th 2021** - Andaz Bali has appointed Prefinite Communications as its strategic Food and Beverage marketing agency. The appointment of Prefinite Communications is part of Andaz Bali's move to further introduce their F&B outlets to the local and regional markets. The appointment is effective from June 2021. Based in Jakarta, the strategic communications agency will work in partnership with the only Andaz resort in Southeast Asia to deliver a holistic marketing strategy for its five F&B outlets, creating integrated campaigns to amplify brand awareness and grow Andaz Bali's customer base locally and throughout the region.

René Mayer, Cluster Director of Sales and Marketing, said, "We are very excited to have Prefinite Communications on board for the F&B journey of Andaz Bali. On top of the reputation Prefinite Communications has built in the hospitality industry and their understanding of the food and beverage segment, they have managed to build formidable trust and contact with key markets within the Andaz Bali reach. We have no doubts that Prefinite Communications will lead us in the right direction with the right campaign, as well as help us grow further as a brand that fully integrates with the local culture."

Jed Doble, Partner for Food & Beverage of Prefinite Communications, added "We are very excited to be working in partnership with Andaz Bali as they break into the local and regional food and beverage market. Our partnership with Andaz Bali encompasses a strategic marketing campaign for all their food and beverage outlets. We look forward to showcasing the amazing creations made by the talented culinary team of Andaz Bali". With a total of five dining outlets — namely Wok Wok, Fire Fox, Blue Oven, and Deli & Bakery at the resort's Village Square, and the signature Fisherman's Club beachfront restaurant, Andaz Bali's F&B outlets are poised to be Sanur's leading dining destinations.

### **Introducing the Bubbly Breakfast, Village Nights, and Andaz Day Pass**

As their first F&B programmes, Andaz Bali introduces the Bubbly Breakfast at Wok Wok Restaurant. Every Saturday and Sunday, from 6.30 AM to 11 AM, guests can enjoy a lavish and perfectly balanced breakfast to kick-off their weekend. Enjoy Wok Wok's ala carte breakfast spread which includes a selection of free flow breads and pastries, egg dishes, artisan cheeses and cold cuts, muesli and cereals, as well as local Indonesian dishes. The highlight is the selection of sparkling wine cocktails of Mimosa, Bellini, and Rossini. Wok Wok also offers a selection of coffee and tea specialties, as well as fresh juices and smoothies. The Bubbly Breakfast pass is available for IDR 544,500 nett and inclusive of pool access.

From June 25th and every Friday thereafter, Village Square at Andaz Bali invites guests to experience Village Nights. Every week we will shine the spotlight on one of our dining venues. Village Nights kicks off with a special premium grill experience at our Chef's Table at Fire Fox. On July 2nd, enjoy A Summer Night of Mediterranean cuisine at Blue Oven. The following Friday, July 9th guests can enjoy the mouthwatering Indonesian and Balinese comfort food from Wok Wok, at Wok to Table. Friday's at Sanur never looked this good!

Andaz Bali also invites guests to experience a day at the pool with Andaz Bali Day Pass. For IDR 250,000++ for adults, and IDR 175,000++ for kids between 6-12, guests can enjoy access to the pools, one sun lounger and towel per person, food & beverage credit at Fisherman's Club (IDR 200,000 for adults and IDR 150,000 for kids). The Andaz Bali Day Pass is available daily from 9 AM to 6 PM, on a first come-first serve basis.

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## **About Andaz**

Global in scale while local in perspective, the Andaz brand of luxury lifestyle hotels weaves the sights, sounds, and tastes of each property's surroundings for a distinctively local experience. Through thoughtful, unscripted service tailored for travelers, Andaz hotels enable guests to go beyond the familiar and satiate their curiosity while immersing them in the spirit of the eclectic culture around them.

Twenty-four Andaz hotels are currently open: Andaz 5th Avenue and Andaz Wall Street in New York, Andaz San Diego, Andaz West Hollywood, Andaz Napa, Andaz Scottsdale Resort & Bungalows, Andaz Savannah, Andaz Maui at Wailea Resort, Andaz Ottawa ByWard Market, Andaz Mayakoba Resort Riviera Maya, Andaz Costa Rica Resort at Peninsula Papagayo, Andaz London Liverpool Street, Andaz Amsterdam Prinsengracht, Andaz Munich Schwabinger Tor, Andaz Vienna Am Belvedere, Andaz Singapore, Andaz Delhi, Andaz Xintiandi in Shanghai, Andaz Tokyo Toranomon Hills, Andaz Seoul Gangnam, Andaz Xiamen, Andaz Capital Gate Abu Dhabi, Andaz Dubai The Palm, and Andaz Shenzhen Bay. For more information, please visit [Andaz Website](#)

## **About Andaz Bali**

Opened in April 2021, Andaz Bali invites guests to experience the unique Indonesian island through the eyes of locals. The beachfront resort has been conceived as a modern Balinese village, weaving traditional and contemporary elements of the island. Andaz Bali is located in Sanur, one of Bali's original tourist destinations known for its old-world charm, beaches and spectacular sunrises. The 149-room beachfront resort will offer five restaurants and three swimming pools as well as shared wellness facilities with the adjacent Hyatt Regency Bali.

For more information, please visit [Andaz Bali Website](#)

## **About Prefinite Communications**

Prefinite Communications is a hospitality marketing, PR firm, and strategic communications consultant focusing on the premium Hospitality, Lifestyle, Food & Beverage, Art and Fashion industries. Founded in 2017 and based in Jakarta, Prefinite means 'prearranged'. Prefinite Communications formulates a comprehensive communications strategy by reaching out to the right media with a specific message to obtain your brand's desired results. Prefinite Communications has had the opportunity to work with some of the leading luxury and hospitality brands throughout the region.

For more information, please visit [Prefinite Communications Website](#).