



PREFINITE  
COMMUNICATIONS

# THE PREFINITE PAPER

#22 HERE COMES THE SUN! | 10 JUNE 2021

“

Hello!



Summer is here and to start with, we are excited to be appointed by Andaz Bali as their strategic F&B marketing agency. We look forward to sharing more stories about Andaz Bali in the coming months.

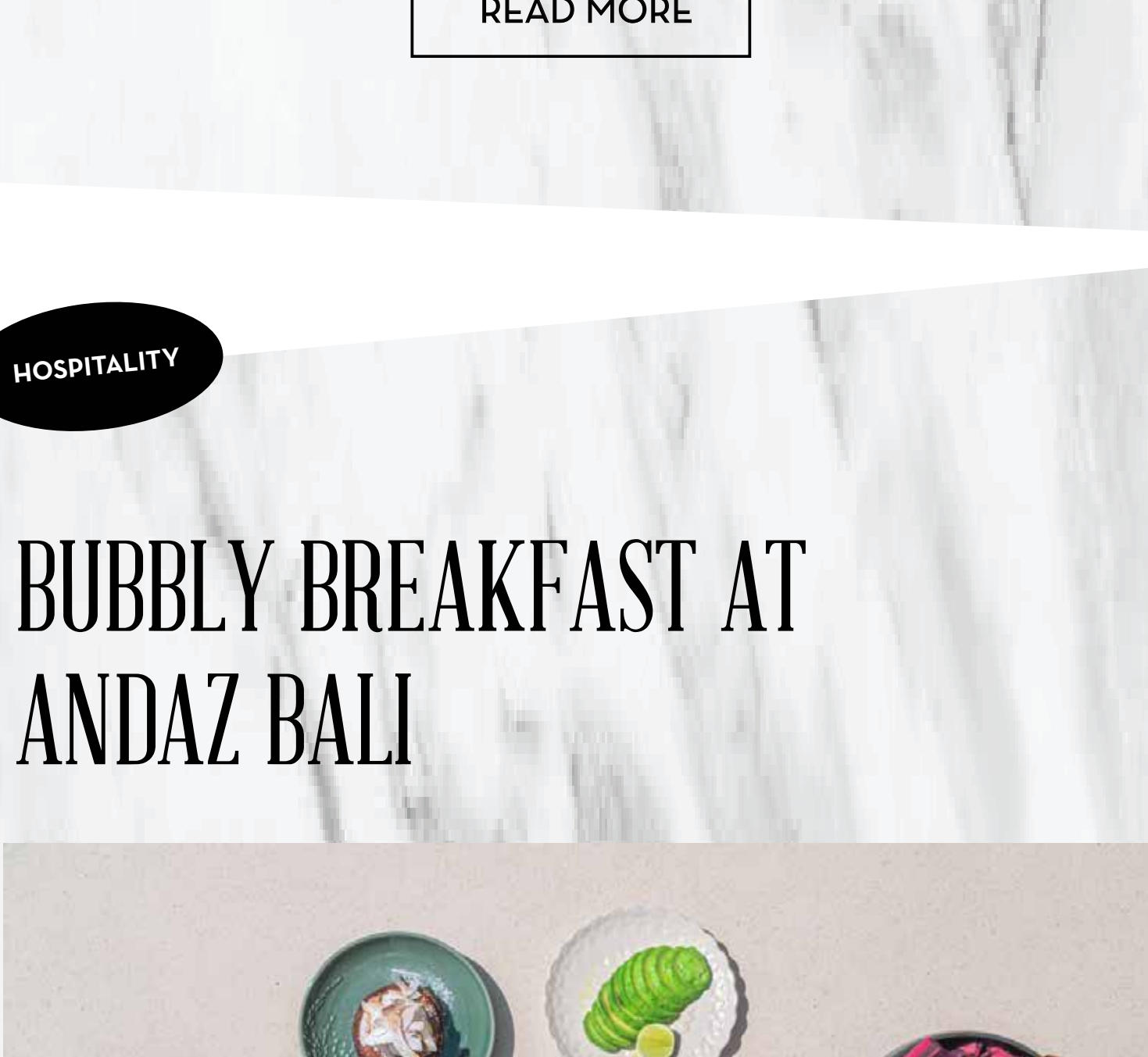
This edition, we present beautiful resorts and destinations to inspire you to plan your summer holidays. We have also picked interesting news of culinary happenings at Mandarin Oriental, Jakarta and The Laguna, Nusa Dua.

Stay safe and healthy,

*Viana Dien-Igah*

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## ANDAZ BALI APPOINTS PREFINITE COMMUNICATIONS

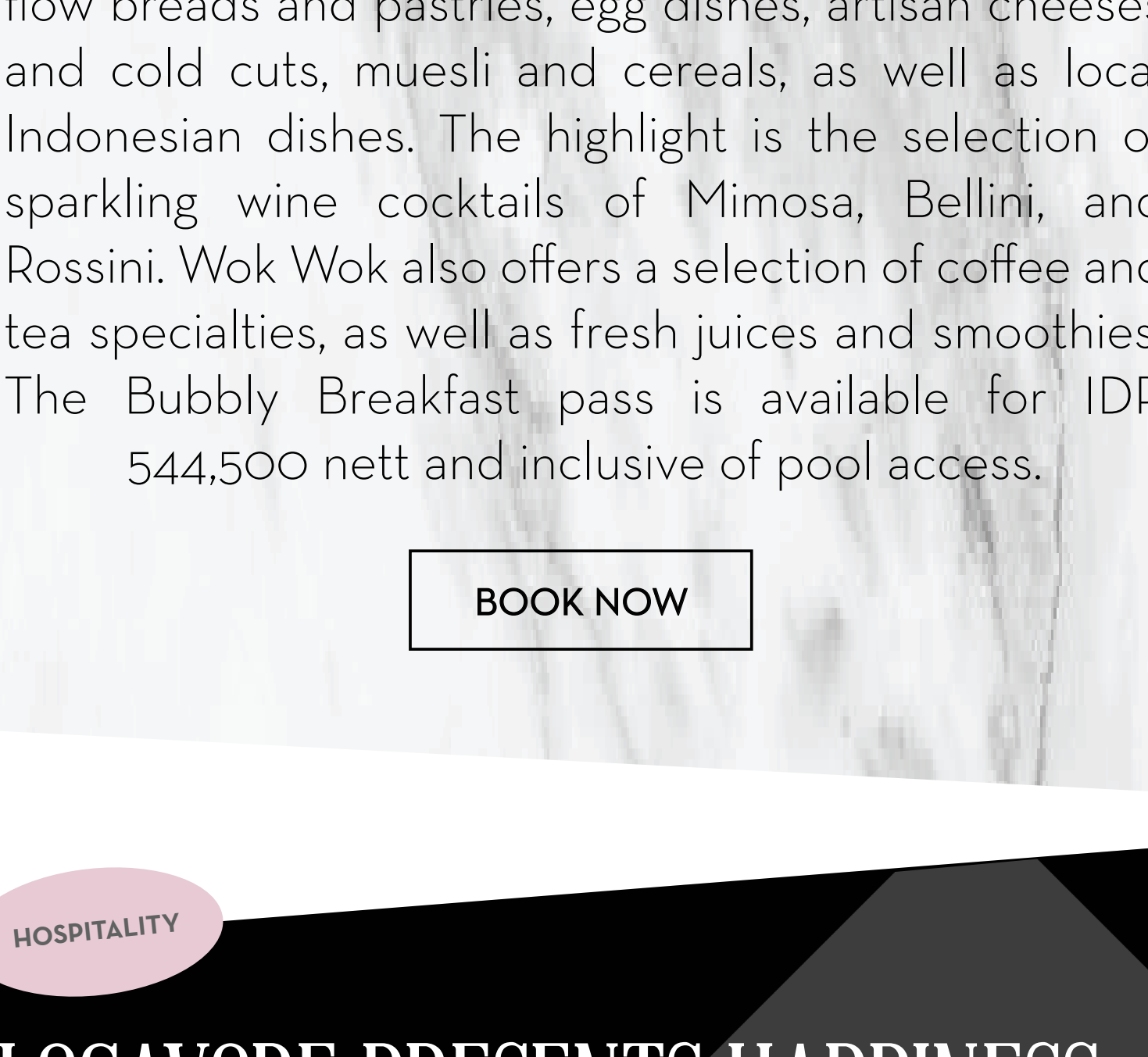


Andaz Bali has appointed Prefinite Communications as its strategic Food and Beverage marketing agency. The appointment of Prefinite Communications is part of Andaz Bali's move to further introduce their F&B outlets to the local and regional markets. The appointment is effective from June 2021. Based 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.

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## BUBBLY BREAKFAST AT ANDAZ BALI

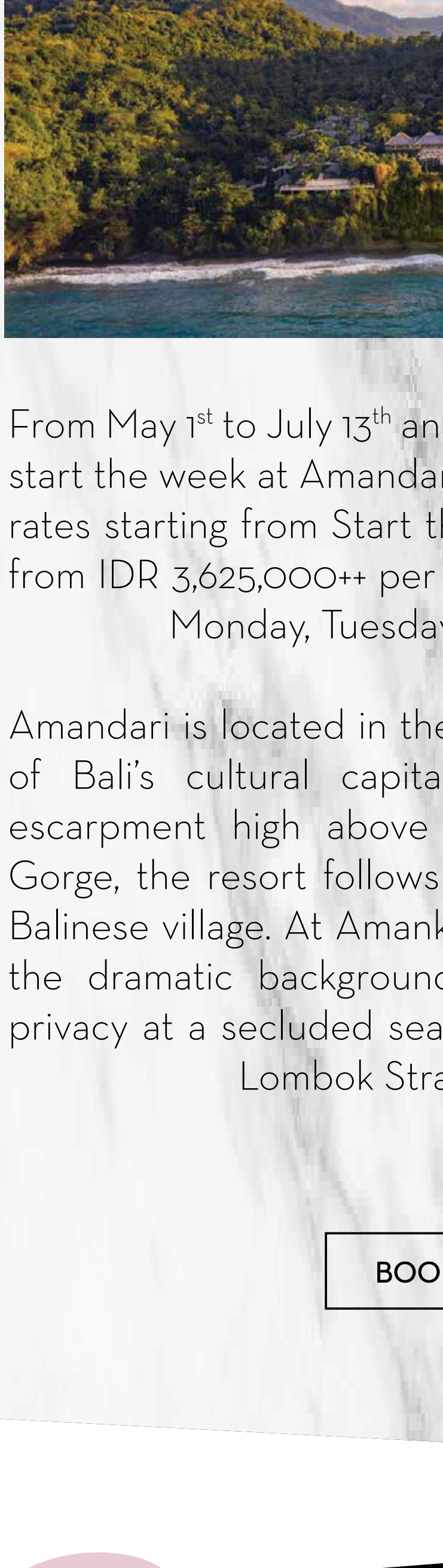


Andaz Bali, the only Andaz resort in Asia, has recently launched Bubbly Breakfast. Every Saturday and Sunday, from 6.30 AM to 11 AM, guests can enjoy a lavish and perfectly balanced breakfast to kick-off their weekend. Enjoy Wok Wok Restaurant's ala carte breakfast spread which includes a selection of 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.

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## LOCAVORE PRESENTS HAPPINESS REBELLION AT MANDARIN ORIENTAL



Mandarin Oriental, Jakarta is delighted to partner with Locavore. Locavore's Chef Duo will bring their team to Jakarta with a new concept and menu presenting a 14-course tasting menu from their latest creation, Happiness Rebellion. From 24 to 26 June and 1 to 3 July 2021 in addition to 2 specially crafted Sunday lunches featuring the exclusive Locavore's

Butcher's Table on 27 June and 4 July 2021.

The specially crafted set menus featuring Locavore's exquisite dishes will be available at Lyon for dinner from 24 to 26 June and 1 to 3 July 2021, priced at IDR 995,000++ per person while the Sunday lunch with Locavore's Butcher's Table on 27 June and 4 July 2021, priced at IDR 695,000++ per person, with an additional IDR 495,000++ per person for pairing drinks.

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## START THE WEEK AT AMANDARI AND AMANKILA



From May 1<sup>st</sup> to July 13<sup>th</sup> and 1<sup>st</sup> to 30<sup>th</sup> September 2021, start the week at Amandari and Amankila with special rates starting from Start the Week at Amankila starts from IDR 3,625,000++ per room per night for stays on Monday, Tuesday and Wednesday.

Amandari is located in the village of Kedewatan, part of Bali's cultural capital, Ubud. Perched on an escarpment high above the winding Ayung River Gorge, the resort follows the design of a traditional Balinese village. At Amankila, relax and recharge with the dramatic background of Mount Agung. Enjoy privacy at a secluded seaside resort overlooking the Lombok Strait in East Bali.

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## THE JOY OF TRAVEL BY MARRIOTT BONVOY INDONESIA



The Joy of Travel by Marriott Bonvoy Indonesia offers up to 20% discount on rooms and suites for Marriott Bonvoy members, available until December 2021. Guests can also get breakfast for kids for free with every stay at selected hotels and resorts. This special members-only offer is available from today until 30 September 2021 for travel periods until 31 December 2021. With 59 properties from 19 brands in Indonesia, the Marriott Bonvoy portfolio in Indonesia provides you with a variety of experiences that can create meaningful moments and memories.

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## FATHER'S DAY GLOBAL EXPLORER BRUNCH AT THE LAGUNA, NUSA DUA



Treat your Dad on Father's Day, bring him to Global Explorer Brunch at Arwana Sunday 20 June 2021, from 12 to 3 PM. Enjoy a relaxing day by the beach and give him all the attention he deserves. Indulge in an à la carte brunch with exciting pass arounds featuring a DJ & Saxophone with chillout lounge music. Choose the Christopher Columbus Journey and delight in special free-flow Kura Kura Beer. Little explorers will be endlessly entertained by Young Global Explorer activities. Packages start at IDR 550,000++ per person, and little explorers aged 12 and below, are eligible to dine for free.

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## ROLLS ROYCE UNVEILS BOAT TAIL



Rolls-Royce Motor Cars has launched the utterly unique couch build "Boat Tail" commission. Based on a true commission model, 'Boat Tail' represents a collaborative exploration of luxury, design and culture between the marque and commissioning clients. With a rear resembling a yacht deck and opening up for alfresco dining, the Boat Tail's opulent design features also hand-crafted aluminium panels and Swiss timepieces.

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