



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

CELEBRATE SUDESTADA JAKARTA'S SECOND ANNIVERSARY!



Sudestada Jakarta Grand Opening, 13 July 2019.

Jakarta, July 2021 - Sudestada Grill, Bar, and Cafe, the Argentinian tastemaker at the heart of Jakarta, is turning two on July 13th, 2021. Sudestada first welcomed its Amigos two years ago, and has since shared countless memorable authentic Argentinian dining experiences. Helmed by Argentine chef and owner Victor Taborda, Sudestada Jakarta's authentic Latin flavors are reflected in its three concepts, the grill, bar and café. Last January, Sudestada Jakarta introduced Sudestada Heladeria, Sudestada's gelato line that serves Sudestada fresh gelato and sorbet with the best ingredients available from all over the world.

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.

"We are very happy to be able to share the cuisine and culture of Argentina with our Amigos in Jakarta," said Chef Owner Victor Taborda, "These past two years have been a very

Jalan Irian No.15 RT.9/RW.5, Gondangdia Menteng Kota Jakarta Pusat, DKI Jakarta, 10350

exciting time for all of us at Sudestada, and we hope to be able to share even more fond memories in the years to come”.

To celebrate the special occasion, Sudestada is offering a special 22% anniversary discount on all food items, throughout the month of July. Amigos can use the special discount to enjoy Sudestada’s delicacies at the comfort of their homes. Among Sudestada’s favorite dishes Amigos can enjoy at home are the Grilled Matambre, Chuleton, Roasted Octopus and the Mixed Mushroom Pizza.

Sudestada will also give away a discount voucher of 22% (valid until December 31st, 2021), for loyal supporters and Sudestada customers! Amigos can join by simply posting a picture of you dining at Sudestada or a Sudestada dish you love, and tag us on Instagram at @sudestadajakarta, with the #sudesadeturns2 hashtag. The two lucky winners will also enjoy the special Sudestada anniversary cake delivered to their home.

SUDESTADA ANNIVERSARY 22% DISCOUNT

Daily, 11 AM - 8 PM

For order and availability, WhatsApp to 0811 9126 556

Take away and delivery order only.

@SudestadaJakarta | #SudestadaTurns2

www.sudestadagrill.com

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ABOUT SUDESTADA JAKARTA

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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!

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