



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

CELEBRATING SUDESTADA JAKARTA'S FIRST ANNIVERSARY
#SudestadaFirst

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SUDESTADA
- GUELL - 888 - CAFE -

SUDESTADA
PRIMER AÑO

Celebrate our birthday month with special deals on us!

FOR THE LOVE OF PIZZA
BUY 1 GET 1 ARGENTINIAN PIZZA
MONDAYS, ALL DAY

CAKE ON US!
FOR ANY COFFEE PURCHASE,
GET A SLICED POUND CAKE ON US
MON - FRI, 11 AM - 6 PM

GET CAKED !
ENJOY 20% OFF ON
CAKE OF THE WEEK
WEEKLY VARIANT OF WHOLE CAKES
DAILY, ALL DAY

BIRTHDAY MEAT UP
BUY 1 GET 1
ARGENTINIAN RIB EYE
400GR GET 800GR.
MON - FRI, 11 AM - 3 PM

AGING LIKE FINE WINE
20% OFF SELECTION OF WINES | DAILY, ALL DAY

ARGENTINA

- MI TERRUNO RESERVA MALBEC, MENDOZA 2016
- NORTON RESERVA, CABERNET SAUVIGNON 2014
- ZUCCARDI MALBEC SERI Q 2017
- ZUCCARDI BONARDA SERI A 2018

PORTUGAL

- COLLOSAL RESERVA CLASSICO LISBOA 2016
- CIGARRA GRAN PASSO, BLENDED 2015

SPAIN

- MARQUES DE RISCAL RIOJA GRAN RESERVA 2007

ITALY

- BOTTEGA A VINO DE POETI ROSSO DI MONTALCINI, SANGIOVESE 2015
- ZOLLA PRIMITIVO DI MANDURIA 2017

CHILE

- DON ALEJANDRO, SAUVIGNON BLANC 2017

#SudestadaFirst
VALID FOR JULY 2020 OR UNTIL SUPPLIES LAST

Jakarta – Monday, 6 July 2020 – This month, the Latin-Argentinian restaurant turns one. Sudestada Jakarta is grateful for wonderful first twelve months and is humbled for the support of its loyal Amigos. Starting today, Sudestada Jakarta calls for a month of celebration with the launch of Sudestada First Anniversary Specials.

Sudestada First Anniversary Specials

This year's anniversary theme is **#SudestadaFirst**, as it represents the celebration of its First Anniversary, as well as to convey the restaurant's aim to be the First in the minds of its Amigos when choosing to dine out. The celebration hosts 5 exciting dining deals as well as Anniversary Special Instagram Live shows for Amigos near and far to keep updated with the restaurant and virtually meet its friendly team.



P R E F I N I T E
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1. BIRTHDAY MEAT UP

On weekdays lunch, Meat Up with your friends and family and enjoy a **Buy 1 Get 1 Argentinian Rib Eye**, buy 400gr and get 800gr. Our Dry Aged Beef is also on special, **take 50% off Dry Aged Rib Eye, T-Bone and Porterhouse steaks**, available from 6 – 12 July or until stocks last.

Buy 1 Get 1 ARGENTINIAN RIB EYE

Buy 400gr Get 800gr. Monday - Friday, 11 AM - 3 PM

50% OFF our DRY AGED BEEF

Rib Eye, T-Bone, Porterhouse. From 6 –12 July, or until supplies last

2. FOR THE LOVE OF PIZZA

Mondays, All day

Mondays at Sudestada is Happy Pizza Day, we extend our most popular promo among our Amigos, Every Monday, All Day deal - **Buy 1 Get 1 Argentinian Pizza** throughout the month of July.

3. GET CAKED!

Daily, All day

Cake for everyone! All our Amigos **enjoy 20% off our Cake Of The Week**, our weekly changing variant of whole cakes, announced every Monday on our Instagram @SudestadaJakarta.

4. A SLICE OF CAKE ON US!

Monday - Friday, 11 AM – 6 PM

Who doesn't love cake! In celebration of our birthday month, all Amigos who dine-in deserve a **slice of pound cake on us for every coffee purchase**.

5. AGING LIKE FINE WINE

Daily, All day

Wine lovers rejoice and **enjoy 20% off selection of our great wines** in house.

Argentina

- Mi Terruno Reserva, Malbec Mendoza 2016
- Norton Reserva, Cabernet Sauvignon 2014
- Zuccardi Malbec, Seri Q 2017
- Zuccardi Bonarda, Seri A 2018

Italy

- Bottega Il Vino De Poeti Rosso DI Montalcini, Sangiovese 2015
- Zolla Primitivo Di, Manduria 2017

Portugal

- Collosal Reserva Classico, Lisboa 2016
- Cigarra Gran Passo, Blended 2015

Spain

- Marques De Riscal Rioja, Gran Reserva 2007



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Chile

- Don Alejandro, Sauvignon Blanc 2017

**Terms and Conditions apply.*

Available for the month of July or until stocks last.

CONTACT INFORMATION:

Dine in & Delivery, 11 AM - 9 PM

Telephone: +6221-392-8944

Whatsapp: +62-813-3126-5567

Email: Booking@sudestadagrill.com

Available via Go Food & Grab Food

Free delivery within 5km radius from Sudestada

@SudestadaJakarta | #SudestadaFirst

www.sudestadagrill.com

SUDESTADA FIRST ANNIVERSARY SPECIAL INSTAGRAM LIVE

In the spirit of #SudestadaFirst celebration, we would like to share some of our celebratory moments through virtual shows via Instagram Live. Sudestada First Anniversary Special series will allow to share Barbecue, Mixology and Baking tips and tricks and to get to know the profiles behind Sudestada Jakarta. This presents an opportunity for the restaurant to virtually rekindle with the Amigos who are staying healthy at home. Good news, all who joined the shows, will get the chance to win irresistible IDR 500,000 dining vouchers.

#SudestadaFirst Showtime Schedule

Instagram @SudestadaJakarta

Wed, 15 July, 3 PM – Sudestada BBQ with Chef Victor and special guest

Fri, 24 July, 4 PM – Spill The Cocktail with Sudestada's Head Bartender

Fri, 31 July, 4 PM – All about Dulce De Leche with Argentinian Pastry Chef Claudia Urbaneja

~ END ~

For media inquiries, please contact:

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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!