



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*

**SUDESTADA JAKARTA STARTS SEPTEMBER BY WINNING TWO AWARDS**

**Jakarta, September 2020** – Sudestada Jakarta is proud to announce that it has been awarded TripAdvisor's 2020 Traveler's Choice award and the BCI Asia Interior Design Awards (IDA) 2020 winner for the Food & Beverage Category.

As the world's largest travel platform and in the effort to support the recovery of tourism and hospitality industry, Tripadvisor announced the winners of its 18<sup>th</sup> annual Traveler's Choice Awards. The coveted award program celebrates traveler's favorite hotels, restaurants and airlines around the world with over 8,7 million businesses listing. Winners are calculated based on the quality and quantity of reviews, opinions and ratings collected on Tripadvisor in 2019. The awards given are a true testament to the outstanding service and quality that winners consistently provide to their guests. Out of 4,817 unique businesses honored this year, Sudestada is elated to be announced as 2020 Traveler's Choice Winner and represents the top 10% of all restaurants on Tripadvisor worldwide.

The BCI Asia Interior Design Awards were launched in 2016 by the BCI Group of Companies to recognize great interior architectural designs that stand out aesthetically, functionally and ergonomically. The competition presents a chance to generate awareness towards responsible designs in the aspects of social, economic, environmental and ethical as well as the importance of good design in the society. In its fourth year, BCI IDA 2020 returns to find potential interior designs across Asia that were built from 1 January 2018 to 31 December 2019. The awards encompass seven categories of competition including Residential, Institutions, Offices, Retail, Food & Beverage, Hotels and Recreational.

Sudestada is a stand-alone Argentinian and Latin restaurant, bar and café designed by Genius Loci Studio (Singapore). It is inspired by the La Boca district in Buenos Aires. La Boca is a working-class area with a cluster of attractions near the Riachuelo River. Steakhouses and street artists surround Caminito, a narrow alley flanked by brightly painted zinc shacks that evoke the district's early immigrant days. Sudestada serves savoury Latin Argentinian cuisine in the heart of Jakarta. The owners and designers wanted to give patrons the feel of being transported to Buenos Aires when they entered Sudestada.

With the involvement of the executive chef and co-owner, native Argentinian, Victor Taborda, the design took shape, giving the development of the restaurant design immense authenticity with an Argentinian feel and atmosphere. The Argentinian character stands out prominently through the application of brick wall covering for the entire restaurant and a large picture of La Boca standing 1,6m in height that becomes an iconic art piece in the middle of communal dining area. The use of clay bricks is chosen with the ecological awareness in mind to procure materials that are durable, efficient and eco-friendly.

The designer also aims to recreate the local vibes with the use of authentic interior decorations such as wall décor with Argentinian ponchos, polo sports gear with blue and white Argentinian ribbon flags within the earth tone color palette of dark brown and green. This further accentuates the design aspiration to bring a nostalgic ambience that is warm and authentic that supports the gathering and dining activities at Sudestada Jakarta.

"We are extremely proud and elated to receive these two prestigious awards. The fact that this news came at this time is a perfect motivation for the team and myself. I am filled with great joy to see that our efforts here at Sudestada have been recognized in our first year of operations. Being recognized by Tripadvisor as a 2020 Traveler's Choice restaurant highlights the quality of our food and beverage, plus our service to our guests. The BCI Asia Interior Design award showcases the great effort we have put into our interior design to make Sudestada feel like a slice of Argentina in Jakarta. I am immensely proud of the Sudestada team and thank them for their dedication and hard work which lead to winning these awards." said Victor Taborda, executive chef and co-owner of Sudestada.

To see traveler or diner reviews and popular dishes of Sudestada Jakarta, visit [https://www.tripadvisor.com/Restaurant\\_Review-g294229-d15661889-Reviews-Sudestada\\_Jakarta-Jakarta\\_Java.html](https://www.tripadvisor.com/Restaurant_Review-g294229-d15661889-Reviews-Sudestada_Jakarta-Jakarta_Java.html)

Moreover, to see the list of winners of BCI Asia IDA 2020, visit <http://www.constructionplusasia.com/sg/bci-asia-ida-2020-winners/>

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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!*

### **About Tripadvisor**

Tripadvisor, the world's largest travel platform\*, helps 463 million travelers each month\*\* make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 860 million reviews and opinions of 8.7 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.

The subsidiaries and affiliates of Tripadvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including the following travel media brands: [www.bokun.io](http://www.bokun.io), [www.cruisecritic.com](http://www.cruisecritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), and [www.bookatable.co.uk](http://www.bookatable.co.uk)), [www.helloreco.com](http://www.helloreco.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.seatguru.com](http://www.seatguru.com), [www.singleplatform.com](http://www.singleplatform.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com) and [www.viator.com](http://www.viator.com).

\* Source: Jumpshot for Tripadvisor Sites, worldwide, November 2019

\*\* Source: Tripadvisor internal log files, average monthly unique visitors, Q3 2019

### **About BCI Interior Design Awards 2020**

Interior Design Awards was launched in 2016 by the BCI Group of Companies to seeks to recognise great interior architectural designs that stand out aesthetically, functionally and ergonomically. The competition is a chance to generate awareness towards responsible designs (human, economic, environmental, ethical) and the importance of good design in our society.

The Competition Registrar is BCI Asia Construction Information Pte Ltd, a subsidiary of the BCI Group of Companies. BCI Asia commenced operation in 1998. The company has been a pioneer for construction market transparency and enhanced project leads reporting since more than 15 years ago.

BCI Asia is a member company of BCI Media Group, the leading provider of construction information in the Asia-Pacific region. Together with BCI Australia and BCI New Zealand, BCI Media Group covers the world's most dynamic construction market. We currently serve well over 7,000 leading companies in the construction sector in Australasia. BCI currently has offices in 10 countries including Australia, New Zealand, Thailand, Singapore, Malaysia, Myanmar, Indonesia, Philippines, Hong Kong and Vietnam. BCI Asia provides crucial construction information, project leads and a powerful online CRM solution to building product suppliers, contractors and related organisations within the Southeast Asian construction industry. Our dedicated team reports and researches construction projects across Southeast Asia and Hong Kong—within the public and private sectors—from concept design and planning stages to documentation, tender, the awarding of contracts and commencement of construction.