



## **GOING DIVERSE, BEST EATS CARES IS LAUNCHED TO SUPPORT INDONESIA'S CULINARY INDUSTRY**

**Jakarta, 5 November 2020** – FoodieS is pleased to announce the launch of Best Eats Cares, a platform to support, inspire and encourage the food & beverage and hospitality ecosystem, especially during these unprecedented times. Best Eats Cares is longing to re-excite the F&B industry by giving away a special food order to deserving restaurants, with the intention to give a larger scale impact.

Best Eats Cares has evolved from Jakarta's Best Eats and Bali's Best Eats — which for the past two years have named the best restaurants in Jakarta and Bali. Their mission remains the same: to be the most professional and objective restaurant awards in Indonesia. Aiming to support the longevity and sustainability of Indonesia's culinary industry.

This year, in support of the F&B industry, which has collided with the Covid-19 pandemic, Best Eats Cares has initiated a search for two deserving restaurants, one each from Jakarta and Bali. Interested restaurants are required to submit a 60-second video showcasing their restaurant, the comfort food they want to serve, their team and creative concept and why they should be chosen for this food order. Shortlisted restaurants will undergo a virtual screening and interview process with a judging panel of reputable culinary experts. The two chosen restaurants will each be awarded a food order amounting to IDR 150 million.

It is envisioned that these food orders not only help the winning restaurant but would also create a ripple effect – reaching countless others. The winning restaurants aside from being able to support their employees will be able to pay their suppliers and vendors. Who in turn are able to support farmers, fishermen, producers and other businesses.

The ripple effect does not stop there, the food made by these winning restaurants will then be donated to hospital front liners, health workers, and communities in great need. Best Eats Cares has partnered with non-governmental organizations namely Foodbank Of Indonesia, Universitas Indonesia - Student Union of International Class Alumni (STUNICA) and Crisis Kitchen Bali to distribute these food donations.

“Best Eats Cares springs forth from the adversity we all experience. But it would be terrible to let these experiences go to waste. This shared adversity has brought us together, not just to help and prop each other up, but also to help those who are greatly in need,” said Jed Doble, publisher of FoodieS.

“As one of our company pillar is to bring the goodness towards our business partners, AQUA Reflections not only provides the finest mineral water, we also support any endeavor to revive the F&B industry. We believe that these incentives will bring

positive outcome to the food & beverage ecosystem. With this noble initiative, we are proudly supporting FoodieS for Best Eats Cares,” states Flora Tobing, Senior Brand Manager, AQUA Reflections.

Those interested to join must be restaurants in Bali or Jakarta, and are required to have a license to operate, presently operating in full capacity or with a reduced operating schedule; or recently closed restaurants, due to the Covid-19 pandemic - closed since April 2020 up to the time of joining. Plus has the capability to fulfill the Special Food Order: at least 500 packed meals in a day and service the Special Food Order within one (1) month of notice. Registration opens today, 5 November 2020. Head over to the Best Eats website: [www.besteats.id](http://www.besteats.id) to register, submit your video and for additional information.

The chosen restaurants will be revealed during a Live Event in December 2020.

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### **About Best Eats Awards**

Jakarta’s Best Eats and Bali’s Best Eats name the top 40 Best Restaurants in Jakarta and Bali respectively. Other special awards given are Bar of the Year, Chef of the Year and Restaurant of the Year. The Awards have gained momentum in the past two years and continue to shine a spotlight on the amazing culinary talent which the country has.

### **About FoodieS Magazine**

FoodieS is the premier English-language magazine covering food and beverage in Jakarta, Bali, and beyond. Stories focused on the day-to-day search for delicious, interesting or new restaurants, showcasing appliances and equipment for the home cook, looking at spirits, and cocktails, profiling chefs and offering coverage of international foodie destinations, and sharing easy-to-do recipes for budding Bourdains.

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