



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 LAUNCHES SUDESTADA HELADERIA

31 January 2021, Jakarta: Kicking off the New Year in high spirits, the Argentinian tastemaker, **Sudestada Bar, Grill and Cafe**, is excited to launch their gelato and sorbet line, **Sudestada Heladeria**. Taking pride in their Argentinian culinary traditions of craftsmanship and fine foods, Sudestada Heladeria's gelato and sorbet are made fresh daily with the best ingredients available from all over the world.

The word heladeria is the Spanish word for ice cream parlor. All around Argentina, there are heladerias or ice cream stalls at every corner. The Argentinian affinity to gelato is phenomenal. To use the world love is an understatement. In the early 1900s, Italians migrated to Argentina, bringing with them their secret recipes for their gelato. Over the years Argentinians have taken these recipes and have made them their own. The result is a soft and creamy gelato with a lot of density with a smooth mouth feel. Unlike normal ice cream, Argentinian gelato is malleable and is served in a cup or cone with sculpted high like a peak.

Sudestada Heladeria brings this unique Argentinian gelato to Jakarta. And like any heladeia in Buenos Aires, don't be surprised to see as many as 24 flavors at any given time. Don't be overwhelmed but these flavors are intense and are usually packed with toppings and ingredients. Above every other flavor is Dulce de Leche, made with the same care and love as the dulce de leche milk confection you have already probably tasted at Sudestada. This is the most popular flavor all over Argentina. Other crowd favorites are Beso Doble or Double Chocolate, Mint Stratcciatela, Pistachio, Strawberry, Bubble Gum, Tiramisu, Italian Cookies, Banana Split, Strawberry Cream, and Strawberry Cheesecake. For those who favor the lighter flavor profile of tropical fruits, Sudestada Heladeria also offers sorbets in the refreshing flavors of Lime, Strawberry, Mango, Lime and Pina Colada. Diners who love trendier flavors may indulge in Sudestada's take on some of the current popular flavors such as Nastar, Biscoff, Banoffee, Creamy Mango, Peanut Butter and Jelly, Mango Lassi, Cherry Yogurt, and Mandarin Chocolate.

Once you see the display, you know you are in for a treat, as gelato is so ingrained in the Argentinian dessert culture. Sudestada Heladeria wants to share with you that Argentinian love for gelato here in Jakarta.

The delicacies from Sudestada Heladeria are available in-store at Sudestada Jakarta, or to be taken away to enjoy at home with your family and loved ones.

SUDESTADA JAKARTA

Dine in & Delivery, 11 AM - 9 PM

Telephone: +6221-392-8944

Whatsapp: +62-811-9126-556

Email: Booking@sudestadagrill.com

Available via Go Food & Grab Food

@SudestadaJakarta | #SudestadaJakarta #SudestadaHeladeria

www.sudestadagrill.com

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For media inquiries, please contact:

Sonia Febriany

Account Executive

PREFINITE Communications

E-mail: sonia@prefinite.id

Mobile: +62 878 9000 1994

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!