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MEDIA RELEASE

For immediate release

Meatsmith Goes Local

Meatsmith offers an Indonesian-inspired menu in collaboration with food storyteller, Ade Putri in celebration of Indonesia's Independence Day.



Jakarta, August 2022 — Celebrating Indonesia's 77th Independence Day, Meatsmith collaborates with renowned food storyteller, Ade Putri Paramadita to create a tantalizing Indonesian-inspired menu. Available throughout August, the menu features many local delicacies that Ade Putri has scouted during her culinary trips around the archipelago.

As a food storyteller, Ade Putri's love of food and Indonesia has brought her to various places, including remote locations, around the country to learn about the people, the culture, and the food. She shares these food stories through her various channels and the world through various events. She recently accompanied Gordon Ramsay on a trip to Padang, West Sumatra and appeared on his Discovery Channel series Uncharted.

For the Indonesian-inspired menu at Meatsmith, Ade Putri collaborated with Chef Aga Alvian, and they chose five traditional dishes, updated them with the finest ingredients, and prepared them using modern techniques. The result is intriguing yet satisfying as patrons are invited to try Woku Fried Chicken Burger (Manado), Ayam Taliwang Flat Bread (Lombok), Rendang Beef Cheek Pie (West Sumatra), Beef Short Ribs Pamarrasan (Toraja), and Arsik Beef Brisket Spring Rolls (North Sumatra).

Aside from the Indonesian-inspired dishes, Meatsmith also presents two cocktails of the month using local flavors in collaboration with Monkey Shoulder throughout August. The two cocktails will highlight the use of jackfruit, Indonesia's sweet and sour local fruit, and Indonesian spices.

Meatsmith's August Events

Meatsmith will also hold an exceptional Wine and Dine event on 23rd August 2022. This inaugural event will feature an 8-course wine pairing dinner with Robert Mondavi Wines. Each dish will be paired with a high-quality selection of Robert Mondavi wines. The wine and dine event is available at IDR1,500,000++ per person.

Also, throughout August, Meatsmith will also present Friday nights full of music and fun featuring four of Jakarta's top DJs, namely Andezz – DJ set (5th August), Mayo (12th August), DJ Adit K. (19th August), and AP (26th August).

For more information, please visit www.meatsmith.co.id or call +62 811-9760-2000 or book via DM at our Instagram [@meatsmith.id](https://www.instagram.com/meatsmith.id).

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About Meatsmith

Meatsmith explores the various cultures, cooking techniques, and flavors. The food reflects a casual, big flavored, and family-friendly style and has a curated beverage list to complement the cuisine with an artisanal wine list, craft beers, classic cocktails, and extensive spirit collections that feature whiskies and bourbons. Meatsmith has two outlets in Singapore at Telok Ayer and Little India and it's first overseas outlet in Doha.

About Ateria

The goal of Ateria is to enrich the lives of Indonesian consumers through a well-curated selection of global brands. As a tech-enabled, AI-integrated, multi-brand lifestyle F&B operator, their team of dedicated professionals is committed to serving consumers with life-changing dining experiences utilizing the latest technological advances. Ateria operates SaladStop!, % Arabica, Meatsmith, Meatsmith Xpress, Grains of Glory, Revive Smoothies in Indonesia with over 150 brand locations by the end of 2022.

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