



Press Release

For immediate release

The First % Arabica Store in Bali to Open at Beachwalk

Bali, 20 August 2022 - After its successful expansion to Indonesia in 2021, the Japanese specialty coffee brand, % Arabica, is expanding further into the country with the opening of its first store in Bali, the archipelago's number one holiday destination. The first Bali store is set to open to the public on Saturday, 20 August 2022 at Beachwalk, Jalan Pantai Kuta, Bali.

% Arabica was founded by Kenneth Shoji, who became enthralled with the emerging coffee culture while studying at UCLA in the early 90's. This was when coffee shops exploded onto the scene and brought a new appreciation of specialty coffee service, changing how we consume caffeine. Kenneth first started by training as a barista before taking it one step further and buying a coffee farm in Hawaii. Realizing his dream to open an international brand, % Arabica was born. To this day, Kenneth remains the creative mastermind and personally selects all the locations, designs the stores with his preferred partners, and cups hundreds of samples of coffees from farms all around the world to find the best beans to use in % Arabica's specialty coffee drinks.

"Our mission is to grow the brand across unique lands and cultures all around the world. And Bali is, without a doubt, known internationally as a unique land with a beautiful culture.

% Arabica Bali Kuta Beachwalk is our 122nd store in the world," says Kenneth Shoji. "We hope we can 'See the World Through Coffee' by merging Bali's culture with the % Arabica brand identity. We are thrilled to introduce our brand's craftsmanship, our simple, timeless and delicious high-quality coffee, mindful service, and the Japanese sense of beauty to the Island of the Gods," he continues.

The first Bali store is located at Beachwalk on Jalan Pantai Kuta in the island's trendiest and busiest lifestyle destination. For its first foray into Indonesia's top tourist destination, % Arabica once again entrusted high-end Japanese interior and architectural design team, no.10 from NOMURA Co., Ltd., to create an opulent store. For the new store, designer Nao Kameda

% ARABICA

created a design that breathes Balinese air to the fullest. She used 122 Indonesia railroad ties to create the stage floor with integrated sofa seating arranged from front to back. The semi-circular kitchen counter is set against a huge mirror to create a big circle illusion, while the iconic % shaped Corian bench sits in the center of the store, complete with a giant Chemex pendant light with a rattan motif above it. The store also offers an outdoor seating area furnished with daybed-style seating so customers can enjoy % Arabica specialty coffee with an ocean view.

As a truly global brand, % Arabica is a staunch believer that the world's resources should be preserved and sustainability practices be put in place. Bali Kuta Beachwalk is the first % Arabica store in the world to be plastic cup free. This global roll-out begins in Bali and soon every % Arabica store in the world will be plastic cup free. The brand aims to cultivate a more sustainable environment and a culture of responsible coffee lovers around the world.

% Arabica's venture in Bali is the result of the brand's continuing success in Jakarta under the management of Ateria Group. In just under one year, % Arabica and Ateria Group triumphantly opened three outlets in Indonesia's capital at Central Park Mall, Astha District 8, and Plaza Indonesia, respectively. The Bali store is the biggest amongst them all, showing the public's extraordinary response to % Arabica's arrival in Indonesia.

% Arabica Bali Kuta Beachwalk intends to lead the way in the third-wave coffee movement in Bali. The store has its own Tornado King small-batch roasting machine that has become a staple piece of equipment in % Arabica's stores worldwide. With the presence of a Tornado King in the store, trained baristas can help customers pick one of the best beans from all over the world and roast it in the machine on the spot according to the customer's preference. Customers can then take home the freshly roasted coffee beans in % Arabica's special packaging and merchandise.

% Arabica

1st Floor Alfresco, Beachwalk
Jl. Pantai Kuta, Bali 80361
Monday - Sunday, 08 AM - 10 PM

Instagram: @arabica.indonesia

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About % Arabica

% Arabica is a brand recognized globally thanks to its distinctive % logo (reminiscent of coffee cherries on the branch of a coffee plant), inimitable store aesthetic and, most importantly, the brand's high-quality specialty coffee menu, all brewed using state-of-the-art equipment. The brand's international acclaim is testament to founder Kenneth Shoji's four core values:

- #SeeTheWorldThroughCoffee - The notion of Kenbun (which loosely translated means 'to see and to hear' in Japanese) led founder Kenneth Shoji to create this brand motto. The company aims to open stores in amazing destinations globally so that young baristas can see the world, set personal goals, and, one day, challenge the world with their own ideas. Twice a year, % Arabica invites baristas from around the world together for a programme of events in different cities to give them an opportunity to travel, explore, and learn more about coffee and its global reach.
- Timelessness - % Arabica remains true to its brand identity of offering the best beans, the best service, and the best state-of-the-art equipment. It does not need to follow or adapt to fads and trends. Kenneth believes 'something good does not have to change' so the drinks menu is simple and minimal. Japan is famed for having many 100-year-old companies and remaining true to its core values, % Arabica aims to bring sustainable long-term stability to the company, customers, and the supply chain.
- Identity - Aesthetically, % Arabica spaces showcase the highest attention to detail; a minimal yet purposeful design and all original features, down to even the light switches, door handles and amplifiers. Each store places wood-paneled Slayer espresso machines at center stage which have been custom-made and built by hand in the USA.
- Japanese sense of beauty - % Arabica celebrates its Japanese roots by highlighting the culture's hardworking, simplistic, and functional ideologies. Baristas are encouraged to work with Teinei (being mindful of your surroundings) and not waste a single movement or moment in their workflow. Every cup of coffee served must be made to the best of their abilities to showcase the quality of every component in the cup and show to customers the dedication of every member of the global team that played their part in bringing % Arabica to Indonesia and other countries worldwide.

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About ATERIA Group

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, Ateria's 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 the hopes of expanding to 150 brand locations by the end of 2022.

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